



Digitized by the Internet Archive
in 2014

<https://archive.org/details/footwearincanada1923>

Footwear in Canada

Newport Shoes

Reflecting the Style Trend
for Spring, 1923



Brown Otter Suede, Hi-Life, Two Eye-
let Tie, Brown Kid Trim, Full Louis
Covered Heel, Hand-turned Sole.



Black Patent Tongue Pump, Black Pat-
ent Foxing and Tongue Cut-out With
Black Ooze Underlay, Black Celluloid
Covered Spanish Louis Heel, Heavy
Square Edge Turn Sole. Also very Ef-
fective in Grey and Various Light Col-
ored Suedes.

Our representative Mr. George E.
Fortin will be at the Mount Royal
Hotel (room No. 2124) during the

Shoe Trades' Convention, January 15-17

or at our permanent Sample Rooms, La Patrie Building

The Newport Shoe Company Limited

Wolseley Street at Ryerson

Toronto - - - Ontario



Footprints of Progress

The footprints of progress as shown in the gradual perfection of Panther Heels lead straight and true to the last step—the final achievement—the New Panther. This heel caught on instantly and its use has become general because of its many desirable features.

PANTHER HEELS AND PANCO SOLES

form a combination that never fails to give satisfaction to the repairman and his customers. They ensure neat work on every job with a minimum of time. Panco Soling gives exceptional wear, can be stitched the same as leather, and absolutely will not crack, break or stretch.

Let us send you samples and prices.

The Panther Rubber Co., Ltd.
Sherbrooke, Que.

Shoe Trades' Convention



Myles
Shoe Limited Company
TORONTO

We welcome visitors to the
Shoe Trades Convention
week of January 15th 1923

at room No. 458
Windsor Hotel, Montreal

to inspect
our
**New Models of High Grade Footwear
in Spring and Summer Styles**



Representatives:

Mr. Frank Springstead
Mr. J. A. Cameron

Shoe Trades' Convention



See These During the Montreal Convention

Our Sample Room
at the
Mount Royal
Hotel
is number

5116

THE new Gagnon, Lachapelle & Hebert range of Women's Novelties which have been creating such wide-spread interest throughout the trade will be on display in our sample room at the Mount Royal Hotel Jan. 15-16-17. Every visiting wholesaler is cordially invited to inspect these samples. The time spent we feel sure will be of inestimable value in determining your requirements for the coming season.

*If you are not attending the
Convention, Samples
will be forwarded*

**Gagnon, Lachapelle & Hebert
Montreal**

Shoe Trades' Convention



Our Growing Girls', Misses', and Child's lines are made with the same care and material as our woman's line.

Eureka Shoes

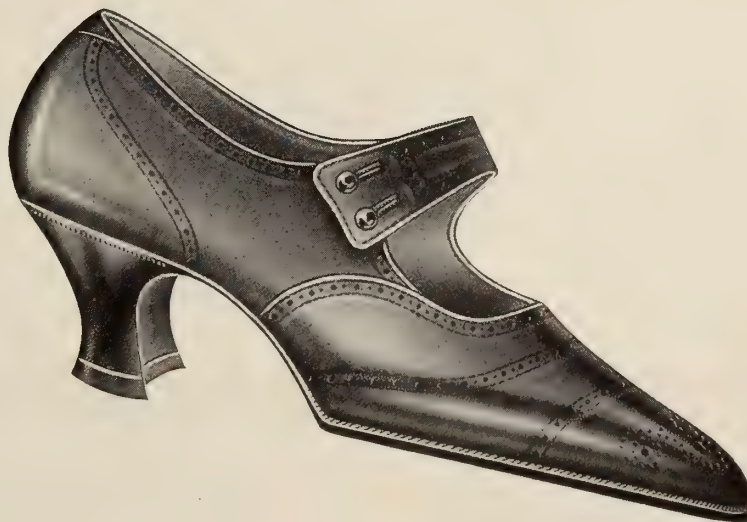
WHEN a range of footwear gains a place in the front rank in so short a time as did Eureka, there must be a good reason.

We like to believe—and many tell us that this is the reason—that it is because Eureka Shoes represent uncommonly good value; better than most in fact.

For the coming season, when value will be uppermost in most customers' minds we have gone further than ever before in an effort to give the greatest value.

The samples are well worth your inspection. They include Women's One, Two and Three Straps, Button and Buckles, Wide and Narrow Straps.

Eureka Shoe Company
Three Rivers



E

E

Shoe Trades' Convention



Tred Rite

This year holds promise of an unmistakable revival in the footwear trade of Canada. The period of reconstruction is nearing an end and the exceptional values being offered at the present time are having their effect on the buying public. It is our wish that your share in this increased business may be a large one, surpassing that of all former years.

*We cordially invite you to inspect
our lines which will be on display
during the convention at*

**ROOM 1114
MOUNT ROYAL HOTEL**

The old fallacy that comfort and smart appearance cannot be combined in a shoe is daily being disproved by Tred-Rite dealers. In design and construction this shoe complies with the hygienic principles laid down by the best foot specialists. Besides, Tred-Rite shoes are justly famous for their long wearing qualities and are all genuine Goodyear Welts.

Write for samples and particulars

The Tred-Rite Shoe Company, Ltd.

Otterville

-

Ontario

Shoe Trades' Convention



Keep the Ball Rolling - with Yamaska Brand

To the Retailers at the Convention

The sane and progressive policies that will have your attention at the coming Shoe Trades Convention have their counterpart in the successful merchant's buying program for 1923. In this program, Yamaska Brand footwear will play an important part, for the staple lines that bear that name follow the public trend toward shoes of established worth.

At Montreal you are but thirty-five miles from St. Hyacinthe on the G.T.R. (Bonaventure Station). A visit to our showrooms will prove profitable and you will be made very welcome.



La Compagnie J. A. & M. Cote

ST. HYACINTHE, QUEBEC

Shoe Trades' Convention



If you forget everything else

REMEMBER ROOM 5121

(Mount Royal Hotel)

This is the room where Dupont & Frere will have on display a full range of their samples—the finest they have ever shown, and what you will undoubtedly recognize as 1923's leaders in this class of footwear.

Remember the number—5121—and be sure to give it a few minutes of your time. You will all be welcome.

DUPONT & FRERE

301 AVENUE AIRD

MONTREAL



Shoe Trades' Convention



To Convention Delegates—
GREETING!

Improve the shining hour
by calling at



INDIAN PRODUCTS

Our Specialties:

Snow Shoes
Indian Slippers
Burnt and Hand-Painted
Leather Goods
Boudoir Slippers
Moose, Elk, Cowhide, Buckskin
and Horse-Hide Moccasins

Of Genuine Indian Manufacture
by
Makers of Huron Descent

Established 1878

BASTIEN BROTHERS
INDIAN LORETTE, - - - - QUE.

Sales Offices:

Ross & Shaw, 9 Wellington East, Toronto, Ont. Willis R. Miller, Mercantile Bldg., Vancouver, B.C.

Shoe Trades' Convention



ROOM
5119



Women's Brown Suede, One Strap, Patent Collar,
Cello Heel, Turn

See it at the Convention

DUFRESNE
MONTREAL

ROOM
5119

Shoe Trades' Convention



ROOM
5119

***Look for us
at the***

MONTREAL CONVENTION

WE want you to be sure to see the new D & L lines for the coming season because we believe they are the finest ever shown and further because we believe your visit can be made a profitable one.

Mr. P. Chouinard, Mr. W. J. Patterson and Mr. C. Dufresne will be on hand to welcome you.

& LOCKE, LTD.

Established 1896

ROOM
5119

Shoe Trades' Convention



Peter's Fine Footwear

Increases jobbers' sales, builds retailers' reputations and creates satisfied consumers.

J. R. EATON
PRESIDENT

J. R. EATON
MANUFACTURING MANAGER

J. R. EATON
SECOND VICE PRESIDENT

W. M. TURLING
SECRETARY-TREASURER

J. R. EATON & SONS, LIMITED

WHOLESALE DEALERS IN
BUILDERS SUPPLIES
LUMBER, LATH AND SHINGLES
LONG DISTANCE PHONES 730-73
AFTER BUSINESS HOURS 441-220-5254

ORILLIA, CANADA.

MANUFACTURERS OF
DOORS, SASH, FRAMES,
MOULDINGS, TURNINGS,
VENEERED HARDWOOD DOORS,
STAIR BUILDING,
EMPIRE BRAND HARDWOOD FLOORING

May 9th, 1922.

Peter Braunstein, Esq.,
Shoe Manufacturer,
Montreal, Que.

Dear Sir:

YOUR MAIL SUBJECT TO CHANGE WITHOUT NOTICE. ALL AGREEMENTS ARE CONTRACTS IN LAW. ALL DELIVERIES ARE SUBJECT TO CHANGE WITHOUT NOTICE. ALL DELIVERIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

When in the West recently I saw some of your shoes which are labelled "Solid as the Rock of Gibraltar" and which appeared to me to be a sensible last and well made. I was not able to buy from the dealer there as I did not know the sizes required for my children so the dealer gave me your address.

Will you please say whether you have anyone handling your shoes in Orillia and I will be obliged if you can let me have a copy of your catalogue so I can show him what I want.

Yours truly,

E. R. Eaton

ERE/R



TRADE MARK
REGD.

This letter came to me through the mails entirely unsolicited, and is typical and striking example of how easily *Peter's fine footwear* sells to consumers of discernment, who appreciate both beauty and utility.

PETER BRAUNSTEIN

MONTREAL

Sample Room and Factory 12 Bleury Street

QUE.

Direct Ontario Representatives:—Messrs. Burrill & Langford, Fraser Bldg., 53 Queen St.,
OTTAWA

Western Representative:—James Brown, Suite 6, Section 1, Havelock Court, TORONTO

Ontario Jobbers:—Pearson Shoe Co. Ltd., 20 Wellington St. W., TORONTO

Carry in stock Peters's Branded Shoes of every description.

Shoe Trades' Convention



“At The Convention”

when you are laying plans for
the best year yet

Consider Well the Merits

— of —

GOULET SHOES

The reputation for sterling worth enjoyed by Goulet Shoes is the result of the high endeavour of our organization to produce footwear of which we can be honestly proud. Our untiring efforts to please are being rewarded by an ever-increasing demand, and the welcome accorded our latest lines speaks well for their saleability.



We also pride ourselves upon the service we offer the trade—the prompt and intelligent filling of all orders.

Our representative will be at the Convention of the Canadian Shoe Trade in Montreal and will welcome the opportunity of giving you full particulars and prices of your requirements.

O. Goulet & Sons Ltd.

575 St. Valier Street

- - -

Quebec, P.Q.

Shoe Trades' Convention



They Sell They Satisfy

The PRESENT success of the dealer and jobber depends largely on the saleability of the shoes they carry. FUTURE trade is built upon the satisfaction those shoes give. That the various lines of A. A. Cote & Son Limited possess the qualities of attractive appearance and fine materials and workmanship is evident in the fact that they are the choice of successful dealers for building and holding family trade. Our line comprises Standard Screwed Shoes in Men's, Boy's, Youth's, Little Gent's and Children's. McKay Sewed Shoes in Men's, Boy's, Youth's, Little Gent's and Children's.

When at the Shoe Trades Convention

we invite you to visit our factory at St. Hyacinthe. A pleasant hour's ride on the G.T.R. from Bonaventure station will bring you here and your welcome is assured.

A. A. COTE & SON, LIMITED

St. Hyacinthe, P.Q.

SHOE TRADE CONVENTION

Montreal - January 15th, 16th, 17th - 1923

Are you interested in a "Quality" Shoe at a moderate price—then see the "MODEL" Shoe.

While at the Convention be sure to call at Sample Room No. 2125, Mount Royal Hotel, it is a pleasure to Show the new "MODEL" Shoe.



The Old House with a New Line

W. B. Hamilton Shoe Co., Limited
Toronto - - - Ont.

Makers of the "Model" Shoe

Shoe Trades' Convention



The Arch Preserver Shoe Gains Steadily in Favor

Modern man has decided to become master of his feet instead of letting his feet become master of himself. The advent of the Talbot Arch Preserver Shoe—good-looking, stylish and comfortable—has had much to do with the turn of events.

Every merchant should get fully acquainted with this new shoe. Those who attend the Shoe Trades Convention, Montreal, Jan. 15-16-17, will have an excellent opportunity, as we have been fortunate in securing

**ROOM 1122
at the MOUNT ROYAL HOTEL**

The full range of Talbot footwear will be on display including "the shoe with the anchored Arch."

The Talbot Shoe Company Ltd.

St. Thomas

-

Ontario

Shoe Trades' Convention



First Choice from Coast to Coast



A. E. MAROIS, Pres.

We manufacture a complete line of Men's, Women's, Boys', Good-year Welts, McKays and Standard Screws. The capacity of our factory—5000 pairs a day—ensures prompt delivery. Marois Shoes may be obtained from all the leading jobbers in Canada.



ALFRED MAROIS, B.Sc.A., C.E., Vice-Pres.

A. E. MAROIS LIMITED

Awarded Gold Medal at Quebec Provincial Exhibition, 1921 and 1922

Office—559 to 565 St. Valier St.

Factory—10 to 20 Arago Street

QUEBEC

MONTREAL SAMPLE ROOM

O. H. HYMMEN, Shaughnessy Building, 137 McGill Street

TORONTO SAMPLE ROOM

H. F. RINGLAND, Room 29, Queen City Chambers, 32 Church St.

WINNIPEG REPRESENTATIVE

DAVID S. JOHNSTON, 54 Smith Street

MARITIME PROVINCES REPRESENTATIVE

A. J. WEBSTER, Shediac, N.B.

Shoe Trades' Convention



A Cordial Invitation

is extended to every shoe merchant in attendance at the Shoe Trades Convention to visit our sample room at the Mount Royal Hotel.

Room 4121

will contain a full range of our "Dalaco" and "Metropolitan" brands of footwear including—Men's Welts; Boy's and Youth's Fine McKays; Women's, Misses' and Children's Medium and Fine McKays; Misses' and Children's Stitchdowns.

The style, workmanship and materials in these lines have been combined to offer the greatest value you have seen for many years.

DAOUST, LALONDE & CO., LTD.

45 to 49 Victoria Sq.

MONTREAL, QUE.

BRANCH: The Metropolitan Shoe Co., 91 St. Paul St. E., MONTREAL

Shoe Trades' Convention



Greetings

to the
Convention of the Canadian Shoe Trades!

The occasion is opportune to call the attention of Convention Delegates to the merits of

"EMPIRE" GLACE KID

in an up-to-date variety of blacks as well as new colors.

Empire Kid is the trade name under which the Galiberts sell their product. It is everything that you would expect—best raw material, thorough-going tannage, plus the guaranteed satisfaction which the name of Galibert implies.

PAUL GALIBERT

MONTREAL

Branches : Quebec City and Kitchener Ont.

Shoe Trades' Convention



High Grade Stitchdowns

that are

“Just a Little Better”

Recognition of the superiority of “Canadian Stitchdowns” finds proof in their steadily increasing sale. This superiority is the result of our aim to produce shoes that are just a little better in appearance, comfort and service. To that end a most rigid standard of quality in both material and workmanship is enforced and the finished product will add distinction to any store.

Canadian Stitchdown
COMPANY

287 Aird Avenue
Montreal, Quebec



Convention Delegates

will have a fine opportunity of inspecting for themselves the exceptional merits of our entire line of Men's, Misses', Children's and Infants' Stitchdowns, Sandals and Men's House Slippers for summer selling.

Shoe Trades' Convention



CLAYTON S. W. STONEBURG, is Secretary-Treasurer. He has acted in this capacity for several years. You will get to know him better through correspondence and personal contact. He smokes pretty fair cigars and usually has one or two to hand around. Most of our business dealings will be finally taken care of by Clayton, as he looks after the money.



VERNE E. TAPLIN, President and General Manager. Verne is the originator and designer of Taplin Natural Tread Shoes and has directed the policy of the Company since its organization 8 years ago. He is recognized as the most outstanding lecturer and authority on Shoe and Foot problems as they affect the retailer, and intends spending much of his time on the platform and in conducting demonstrations in the interests of our Agents in the various cities and towns of Canada. He is known to use methods which are entirely original and 100% effective.



MORTON W. MURDOFF who for a quarter of a century has been the Canadian representative of the Thos. G. Plant Co., of Boston—makers of the Queen Quality line of Shoes. Recognizing the outstanding qualities in the perfected line of Natural Tread Shoes and our undoubted successful future, he has recently joined our organization as traveller, Special demonstrator and Sales Manager. Morton W. Murdoff requires no introduction to the Canadian Shoe trade where he has long been held in high esteem.

To Shoe Retailers:—

Kindly allow us to introduce to you several of the important members of our firm and organization in the persons here named and briefly described. The three at top of page will be on hand in Room 1119, Mount Royal Hotel, Montreal—Convention week—for the purpose of demonstrating the most satisfactory line of high grade conservative styles in hygienic footwear for Men, Women and Children (down to size 8) ever offered to the trade. This line will include dress shoes made on our new "Dresto" last.

We believe that 60% of your total business and 90% of your high class business may be obtained on these unchanging lines. If this is true—does it not solve the most serious problems of retailing? "We make the shoes without the Jazz."

Our representatives wish to know you, we wish you to know them and our advanced methods. We are looking for exclusive, high class agents—Will it be you or the fellow just around the corner? Investigate immediately.

Wishing the trade a most Happy and Prosperous New Year. We are,
Yours for saner methods,

NATURAL TREAD SHOES OF CANADA, LTD.,

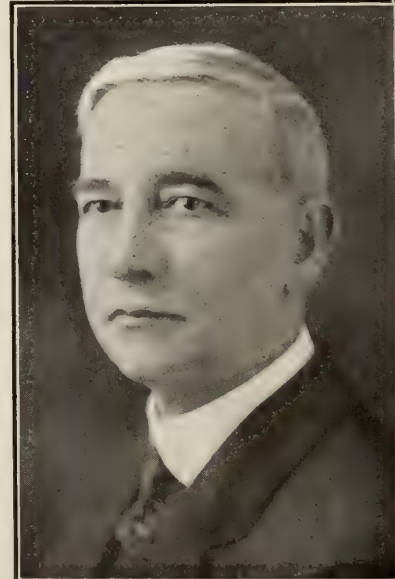
Belleville, Ont.

Makers of Taplin Natural Tread Shoes, Taplin Meta-Tarsal Shoes (The Twin Sisters).



WM. WHEELER, Superintendent, formerly with Minister-Myles Shoe Co.—now with us. Bill knows the secrets of Natural Tread Construction and along with Mr. Kimber will be responsible in seeing that you get just what you buy in kind and quality. He is proficient all down the line and is said to possess at least two pair of eyes when watching for defects.

C. B. KIMBER, has been appointed to the position of Manager of Quality and Production. He has for many years been making the very highest grade Shoes for the Laird Schober Shoe Co., of Philadelphia; Wright & Peters, Rochester; Geo. A. Slater Co., Montreal; Blachford Shoe Mfg. Co., of Toronto, and others, and is well and favorably known as a high quality man. He understands thoroughly the full and important meaning of detail in shoes, and is capable of satisfying all demands in this respect.



Shoe Trades' Convention



Perth Shoes at Montreal

Jan. 15-16-17

PLEASE accept this as a personal invitation to visit our sample room

1 1 2 1

Mount Royal Hotel

during the three days of the Convention, or
our permanent sample room

4 1 3

Windsor Hotel

any time you are in Montreal.

The following representatives will be on hand to extend a Cordial Welcome to our many friends in the trade:

Mr. H. B. McGee

Mr. W. S. Pettes

Mr. R. W. Clark

Mr. V. B. Benjamin

Perth Shoe Company

Limited

The largest manufacturers of Women's Welts exclusively in Canada

Perth - Ontario



Shoe Trades' Convention



Make sure you visit---

**184
McGill St.
Montreal**



I am still selling the stock of the Jas. Robinson Co., Ltd. which I purchased.

Prices are lower than ever, much less than you would have to pay direct to the factory.

Be Sure to Call

**George Robinson
MONTREAL**



Shoe Trades' Convention



Let These Boys' and Girls' Shoes Build Your Family Trade

The "Chums" line of boys' and girls' shoes offers a short cut to winning the entire family trade for your store. The comprehensive range of more than one hundred and fifty styles permits of a correct selection for each particular trade, and they are all in-stock for immediate delivery.

Misses' sizes 11 to 2, Youths' 11 to 13½, Growing Girls' 2½ to 7 and Boys' 1 to 5½ are all Genuine Goodyear Welts.

Children's sizes 3 to 7½, and Little Gents' and Girls' 8 to 10½ are a superior Stitchdown Welt construction.

*The Complete Ahrens line will be on Display in Room
4124 Mount Royal Hotel during Shoe Trades Convention*

Jan. 15—16—17—1923

In charge of Mr. Ed. Wettlaufer

TRY A SAMPLE ORDER

Charles A.
AHRENS
limited
KITCHENER, ONT.

WRITE FOR CATALOGUE

Manufacturers of

Chums
REGISTERED
Shoes



Shoe Trades' Convention



Bigger and Better than Ever!

Like the 1923 Convention of the Canadian Shoe Trade, the Samson range of Staple, Sporting and Work Shoes for the coming season is "Bigger and better than ever." Many new and attractive lasts have been added and the values made even more pronounced. No merchant should overlook them in his 1923 business.

While we are not exhibiting at the Mount Royal Hotel our representatives will be on hand to give any information desired.



Our range of sporting footwear includes hockey, baseball and football boots—the standard of Canada.

J. E. SAMSON ENR.

20 Arago Street

Quebec

Manufacturers of Medium Grade and Heavy Working Shoes. Hockey and Sporting Shoes Specialists.

Awarded Gold Medal for Sporting Shoes at Quebec Provincial Exhibition, 1921 - 22

Shoe Trades' Convention



STYLE CREATIONS IN SHOE ORNAMENTATION

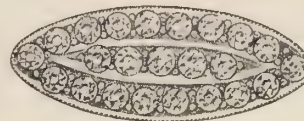
RHINESTONE PINS



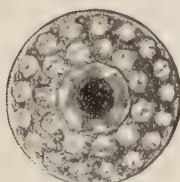
No. 1481



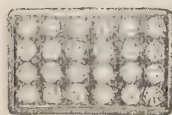
No. 1365



No. 1467



No. 470



No. 7501



No. 274/8

BLACK SATIN and Cut Steel ORNAMENT



No. 476/4

YOU'RE INVITED! to inspect our display at the Mount Royal Hotel during the Canadian Shoe Trade Convention.

SLIDE BUCKLES

(Illustrated on border)

No. 3217—Large Round, $\frac{3}{4}$ ", No. 1214—Small Round, $\frac{5}{8}$ ", No. 1212 Diamond Shape. We are also showing many new numbers in Beads, Cut Steel, Metal and Rhinestone Colonials.

THE
REYNOLDS  COMPANY

509 Westminster St.,

PROVIDENCE,

Rhode Island.

Canadian Agents: ROBERT RALSTON CO. LTD., Hamilton, Ontario, Canada

Shoe Trades' Convention



*"If a man can write a better book,
Preach a better sermon, or make a
better mouse trap, than his neighbour,
Though he build his house in the
woods,
The world will make a beaten path
to his door."*

Emerson

TETRAULT'S build a better shoe,

This is why all roads lead to our busy factory.

**Visit our Show Rooms, Mount Royal
Hotel, Jan. 15th to 17th, See and BUY
the newest things.**

Tetrault Shoe Mfg. Company Limited

Largest Shoe Manufacturers in Canada

MONTREAL, Quebec



A New Addition to a Famous Line



Happy Toes for Children

DEALERS who carry Renown Brand Shoes for Children and know how popular they are will welcome the addition of our new line of "Happy Toes". These are strongly made on a new McKay Welt process, and will stand up under the hard wear of sturdy feet—shoes that will keep parents satisfied and bring the family trade to your store. In every way they are worthy of our trade mark and of a place on your shelves. The line is complete in sizes and styles. One Straps, Oxfords, Bluc., Barefoot Sandals and Roman Sandals.

We are quoting particularly attractive prices on all lines at present. Our men are now out with samples. Do not fail to get in touch with us and see this line before buying your Spring Shoes.

Scroggins Shoe Company

Limited

GALT

ONTARIO

They'll Add Distinction to Your Store and Draw the Best Class of Trade

La Gioconda footwear is composed entirely of high grade hand-made turns. The newest lasts and patterns from leading European and American fashion centres are constantly being featured. All kinds and shades of leather, satin and brocade are included in the range.

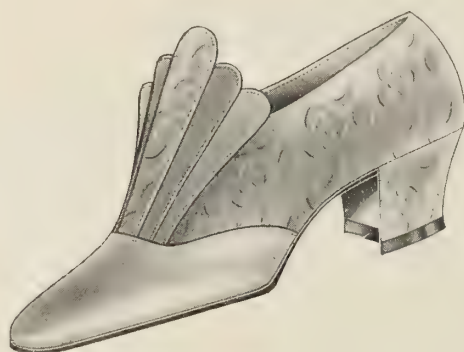
La Gioconda footwear is distinctive in the true sense of the word. Even a glance at the models pictured here will convince you of that.

Yet you really have to examine the goods themselves to appreciate their full beauty—and sales-getting qualities.

Why not get in touch with us for samples? Novelty oxford samples ready for spring.



Venetian Sandal



Yolanda Colonial

*You are
cordially
invited
to inspect
these lines
while in
Montreal*

La Gioconda Shoe Mfg. Co.

**A. D. Sebastiani, Manufacturer,
300 Beaudry St., Montreal**

Agents:

Hall & Hodges, Limited, 16 St. Sacrament Street, Montreal

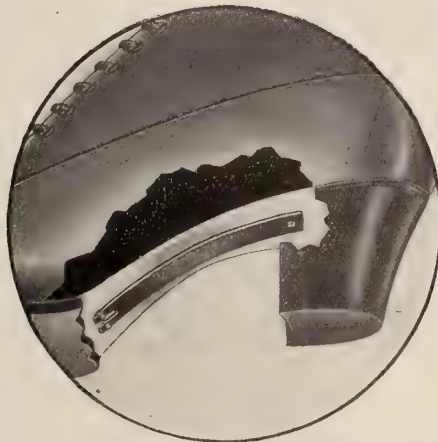
Two Features That Distinguish Ease-All Shoes



Long counter on BOTH sides of shoe, made of solid leather. Found in no other brand of footwear.

Ease-All Shoes command the careful attention of every shoe dealer, for in addition to their corrective features, they maintain all the stylish lines found in fashionable footwear.

Leading orthopedic specialists endorse Ease-All shoes, because of the **Special construction** which prevents as well as relieves numerous foot troubles.



Tempered steel shank built into the shoe. This elevates and holds the arch in its proper place.

We are now advertising Ease-All shoes in the national magazines, and have perfected plans for local advertising in cities where dealers stock these shoes.

Additional information can be obtained by writing.

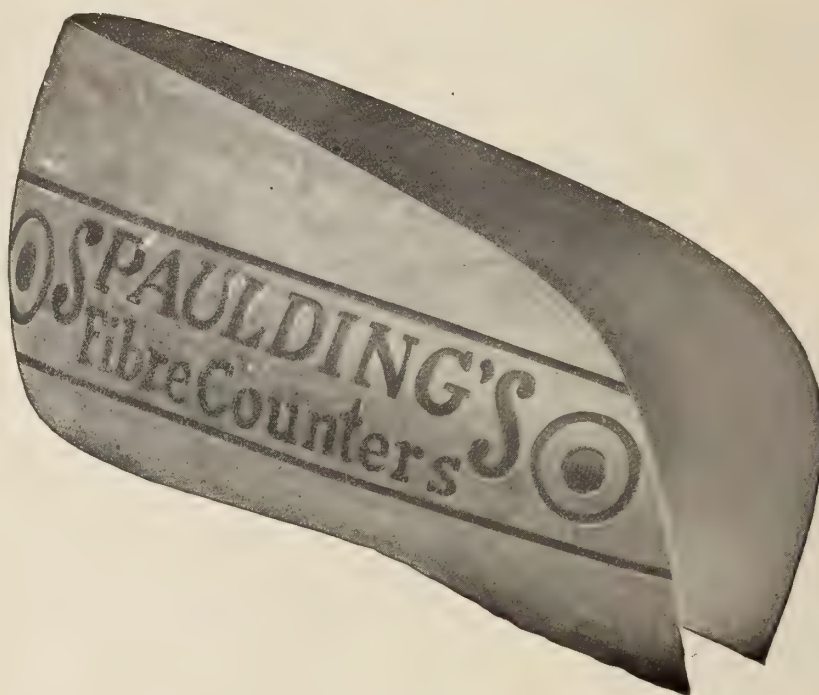
**UTZ & DUNN CO.,
Rochester, New York**

BRANCH OFFICES:

DENVER OFFICE
218 Charles Bldg., Denver, Colo.
TIGER & McNUTT
Representatives

NEW YORK OFFICE
Bush Terminal Sales Building
130-132 West 42nd St., Room 1521
S. A. McOMBER, Representative

LOS ANGELES OFFICE
709 Forrester Bldg., Los Angeles, Cal.
G. C. McATEE, Representative



Spaulding's Fibre Counters

Have

A perfectly moulded, uniform heel seat that fits the last.

A wide scarf that gives maximum flexibility where necessary.

A proper degree of rigidity and the correct shape to give a perfect backpart.

J. SPAULDING & SONS CO., Inc.

Main Office and Factory
NORTH ROCHESTER, N. H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N.Y.
No. Rochester, N.H.
Townsend Harbor, Mass.

Rochester, N.H.
Milton, N.H.

English Agents: J. Whitehead & Co., Ltd.
Leicester, England.

CANADIAN AGENTS:
International Supply Co., Kitchener, Ontario, and Quebec City.
V. Champigny, Montreal.



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
Coates, Burns & Wanless	London, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

"INVINCIBLES"

Miner's "Invincible" Rubber Boots and Lumbermen's are the original grey pressure cured line that has gained favor year after year through sheer wearing ability.

Invincibles have within them the rugged strength that means long wear, long life and long service.

CITY OF QUEBEC

Province of Quebec

Population - - - - -	110,500
Total value of assessable property -	\$ 121,540,965.
Building permits issued 1922 - -	5,397,566.
Bank clearings 1922 - - -	284,684,618.
Port Statistics—imports—1921 -	26,663,862.
“ “ —exports—1921 -	28,799,768.
“ “ —duty collected—1921 -	4,772,693.
Number of Industries and Workshops	818
Number of Industrial Employees	18,000
Value of Industrial Production in 1919	\$ 33,126,504.

QUEBEC has plenty of electrical power at reasonable rates.

QUEBEC means good steady labour.

QUEBEC offers exceptional opportunities for new industries with nine railways entering the City and six miles of deep water front.



QUEBEC PROVINCE offers over 2700 miles of unsurpassed motor roads radiating to Quebec City.

Manufacturers desiring any information as to sites and advantages, please apply to

The Industrial Commissioner,
CITY HALL

TO THE SHOE RETAIL TRADE THROUGHOUT CANADA

We Announce with Pleasure that our lines of **Shoes—Sandals—Bathing Beach Kicks**, Novelty Shoe Specials & Findings—will be the most complete line possible to show the trade—our prices are better than ever before figuring on an **increased turnover as in the year 1922.**

1923 Greater Service **If Our Men Miss You Write Direct for Samples** 1923 Greater Service

"BEACH KICKS"

The most complete line of Bathing Shoes in Canada. All Colors—All Materials Prices on Request.

"BAREFOOT SANDALS"

Prices for 1923
Now in Effect
Gladly on Request.

The most complete range of shoe findings in Canada. Get on Our Mailing List

GRIFFIN Polish Sales For--1922--Made a 50% Bona Fide Increase In Canada **THERE IS A REASON**
1923 Prices now in effect

The C.S.F. Special DISPLAY Set

The Season's Biggest Sellers

12
Styles

A selection of twelve of the most attractive numbers in the "DALCO" line of Rhinestone Slide Ornaments.



12
Fast
Sellers

Mounted as illustrated, each pair on a Velvet Pad, individually boxed. All enclosed in an attractive Counter Display Cabinet.

Wholesale Price, \$12.00 Net, per dozen pairs. Resale from \$2.00 pair up. Profit 100%. Order at once to ensure Prompt Delivery.

CANADIAN SHOES-FINDINGS-NOVELTY CO.

Head Office & Warerooms, 2 Trinity Square, TORONTO, Warehouse 153 Peel St., MONTREAL



Shoemakers to Wholesalers only



Fashion's Favorite—

"BLACK BEAUTY" CHROME
PATENT
SIDES

The Dainty Product

WHERE the skill of the craftsman combines with the art of the designer—it would be a pity to use a patent less fine than the finest of them all—"Black Beauty."

THE ROBSON LEATHER COMPANY LIMITED
OSHAWA - CANADA

1st

in the

Footwear Field

1st—in Circulation

(57 per cent. more net paid circulation. 67 per cent. more paid circulation among retail shoe dealers and repair shops. 376 per cent. more paid circulation among shoe manufacturers, wholesalers, tanners, etc., than any other shoe paper in Canada.)

—Audit Bureau of Circulation

1st—in Advertising Volume

1st—in Variety of Products Advertised

1st—in Reader Interest

Lowest—Advertising Rate Per Interested Reader

NOTE—Above statements are facts unadorned. These facts are interesting and of vital importance to every manufacturer with a sales message for the entire shoe trade. Write us for the proof of each of these statements.

Footwear

in Canada

The National Magazine of the Shoe Trade



Cheap Material in the Finishing Room is False Economy

The Best is Cheapest in the Long Run

BOSTON LEATHER STAIN CO.

Makes only the HIGHEST GRADE ON FINISHES

We are

Exclusive Canadian Agents

We carry large stocks of BLS goods at MONTREAL, KITCHENER, QUEBEC ready to give you real service.

CYCLONE BLEACH, the only real sole Bleach; MAGIC STAIN, PARAGON STAIN, ALL Shades; KING and ULTRA EDGE INKS, Black and Colors; BLACK DIAMOND HEEL and SHANK INKS.

DYES, BLACK and COLORS, for all Purposes.

DRESSINGS and POLISHES, for all KINDS of Leather, Black and Colors. BOTTOM POLISH, WAXES, ETC.

You can't go wrong on this line. Every item is guaranteed twice by Boston Leather Stain Co., and by us. If anything goes wrong we make it right, quick.

Don't place your WINTER ORDER until you know what we have to offer you.

INTERNATIONAL SUPPLY CO.

Main Office

154 Notre Dame St., W., Montreal

BRANCHES:

37 Foundry St., W.
KITCHENER, ONT.

566 St. Valier St.
QUEBEC

Established 1915

Nursery Shoes

ANNOUNCEMENT

**Mr. Wm. Edwards
of Toronto**

Is now representing us in
Toronto and Western Ont-
ario, and is showing—Our
New Patented

Process Turn Welt

for Children, along with our
other well known lines.



The Nursery Shoe Co.
Limited

ST. THOMAS, ONT.

Make 1923 Your Biggest Year!

These Lady Belle in-stock lines can help you

The goods that enjoy a steady sale the year 'round are the kind that bring home the profits.

Nothing that will go out of style and leave your shelves full of un-saleable goods; yet up-to-the-minute and smart in appearance.

These lines, along with a number of new lines for Spring and Summer will be shown at the Mount Royal Hotel—during Shoe Trades Convention Jan. 15 - 16 - 17.



No. 7407—Brown calf oxford Bal. Countess Last, and Caprice Last and Academy. C. & D. Widths, In-stock.

No. 7436—Black kid oxford Countess Last. In-stock.

The Lady Belle Shoe Company, Limited
Kitchener :: Ontario

Subscribers' Information Form

Many letters reach us from subscribers enquiring where certain goods can be obtained. We can usually supply the information. We want to be of service to our subscribers in this way, and we desire to encourage requests for such information. Make use of this form for the purpose.

Date.....19

"FOOTWEAR IN CANADA"

345 Adelaide St., West, Toronto

Please tell us where we can secure (give description as fully as possible)

.....

Name

Address



Footwear in Canada

57 per cent. more net paid circulation;
67 per cent. more paid circulation among
retail shoe dealers and repair shops,
than any other shoe paper in Canada.

See Reports Audit Bureau of Circulations

VOLUME XIII

JANUARY, 1923

Number 1

IN THIS ISSUE READ

Ackerman & Son, B. F.	82	Lady Belle Shoe Co.	38
Ahrens, Chas. A.	23	Landis Machine Co.	81
Aird & Son	34	Lane, W. A.	73
American Gaiter Mfg. Co.	80	Levine Leather Co.	79
<i>Brief Survey of Industrial Situation and Prospects</i>	50	La Duchesse Shoe Co.	78
Bastien Bros.	9	La Gioconda Shoe Mfg. Co.	28
Braunstein, Peter	12	Marois, A. E.	16
Breithaupt Leather Co.	40	McLaren, J. A.	71
Can. Shoe Findings Novelty Co.	33	Miner Rubber Co.	31
City of Quebec	32	Minister Myles Shoe Co.	3
Clarke & Co., A. R.	84	New Castle Leather Co.	78
Cote, J. A. & M.	7	Newport Shoe Co.	1
Cote & Son, A. A.	14	Natural Tread Shoes	29
<i>Directory of Exhibitors in Mount Royal Hotel</i>	57	National Shoe Retailers	32
Daoust Lalonde & Co.	17	Nursery Shoe Co.	37
Dufresne & Locke	10-11	<i>Operations of Bankruptcy Act</i>	42
Dupont & Frere	8	Oscar Onken Co.	79
<i>Editorial</i>	41	<i>Putting the "Win" in Window</i>	46
<i>Economic Problems of Shoe Retailer</i>	61	<i>Programme of Shoe Trade Convention, Retailers' Division</i>	60
Edwards & Edwards	80	Panther Rubber Co.	2
Eureka Shoe Co., E.	5	Parisian Beading Co.	81
Everett & Barron Co.	80	Perrin-Kayser Co.	75
<i>Feature Novelty Hosiery</i>	64	Perth Shoe Co.	21
<i>Footwear Findings</i>	69	<i>Review of Leather Situation</i>	58
Franklin Machine Co.	82	Ritchie Co., John	22
French Beading & Novelty Co.	38	Robinson, Geo.	25
Fortuna Machine Co.	82	Reynolds Co.	25
Gagnon, Lachapelle & Hebert	4	Robson Leather Co.	35
Gamba, A. L.	78	<i>Some Interesting Features of Montreal Convention</i>	53
Gilbert, Paul	18	<i>St. Catharines Assn. Elect Officers</i>	67
Globe Shoe Co.	83	Samson, Enr., J. E.	24
Coulet & Sons, O.	13	Scott & Co., John	76
Gutta Percha & Rubber Mfg. Co.	74	Scroggins Shoe Co.	27
<i>High Grade Hosiery Adds Distinctive- ness to Shoe Store Window</i>	65	Spaulding & Sons Co., J.	30
Hamilton Shoe Co., W. B.	14	<i>Timely Show Card Suggestions for Shoe Repairer</i>	66
Hannahsons Shoe Co.	69	Talbot Shoe Co.	15
Hinde & Dauche Paper Box Co.	82	Tred-Rite Shoe Mfg. Co.	6
Humberstone Shoe Co.	81	Tetrault Shoe Co.	26
H. W. Steel Shank & Specialty Co.	80	Utz & Dunn	29
International Supply Co.	36	Universal Shoe Machinery Co.	76
<i>Lessons from Experience of Shoe In- dustry in 1922</i>	48	United States Shoe Machinery Co.	77
		<i>Why She Succeeded</i>	63

Hugh C. MacLean Publications Limited

Thomas S. Young, Managing Director

Head Office: 347 Adelaide Street West, Toronto

Branch Offices:

Montreal

119 Board of Trade Bldg.

Winnipeg

302 Travellers' Building

New York

296 Broadway

Vancouver

Winch Building

14 West Washington St.

Subscription Rates, Canada, Great Britain and British Possessions \$1.00
U.S. \$1.50; other foreign countries \$2.00. Single Copies 15 Cents.



A great many manufacturers have paid a big price to learn the power of the retail merchant

97%
of Footwear
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

Look for us in Montreal



*During
the Shoe Trades
Convention*

Jan. 15-16-17

We will be pleased to have
you call and see
our representatives

Mr. John McEntyre,
at 28 St. Alexander Street
and

Mr. R. M. Fraser,
at 4 St. Helens St.

and make their offices
your headquarters.

The Breithaupt Leather Co.

Limited

Manufacturers of "The Standard of Canadian Sole Leather"

Sales Offices:

KITCHENER TORONTO VANCOUVER MONTREAL QUEBEC

Tanneries at:

PENETANG HASTINGS KITCHENER WOODSTOCK BURK'S FALLS



With the Editor



The Period of Depression in Retrospect

There are many severe lessons administered during a period of keen competition.

When the stress of reaction first began to make itself felt, many manufacturers and wholesalers made strenuous efforts to book as much business as their trade would stand. They sold while the selling was good and actually forced their goods out of the factory and into the retail stores. It looked like smart work at the time—staying in the market until the last moment before it breaks.

But was it good business? Let's see what happened. Early in 1920, the indications of the turning tide became so evident that every business man sensed the change, and throughout the trade there was a sudden shortening of sail, merchants stopped fishing, cast a weather eye around and with one accord began to prepare for squalls—which came sure enough. Then came a surge of cancellations, which caught some of the manufacturers and wholesalers broadside on, and some foundered.

We don't wish to again open up the somewhat acrimonious discussion which was waged on the question of cancellations—nor to seek to distribute their proportionate shares of the blame for the difficulties which arose upon the manufacturers, wholesalers and retailers. Probably the situation was exaggerated to some extent at the time in any case—but we do wish to point out that a condition which is hurtful to the retail trade cannot be beneficial to the manufacturer.

The retailers were oversold in the fall of 1919 and spring of 1920, and the outlet of the industry was blocked up with surplus stocks, and it took well nigh two years to get the stale accumulations out of its system. Even yet we see some ancient styles with the barnacles of three or four years clinging to them float down the stream occasionally through the channel of the job-lot dealer or the bargain store. And while this cleaning out process was going forward the whole industry was clogged up, right back to the tanner, and there were backwashes and floods and congestions—disturbances of all sorts in fact—all because the retail branch of the trade was functioning with difficulty.

Now let us follow the developments of the situa-

tion. The cancellation evil righted itself, largely because the retailers swung to the opposite extreme and bought with a very sparing hand. From the salesman's viewpoint, the princely spender of 1919 became the miserly piker in 1920. Then developed a keen struggle for business, in which many manufacturers competed not wisely but too well. In the effort to keep their plants running they opened up accounts and extended credits without sufficient investigation of the moral and financial standing and business ability of the dealers with whom their new accounts were opened. That business proved an almost total loss in many instances, and a number of manufacturing and wholesale concerns suffered the most severe jolts of their experience. In fact a few knock-out blows were dealt, and some concerns which had been thought as sound as the rock of Gibraltar took the count.

Thus another lesson was learned. The indiscriminate extension of credits hurts everybody. It hurts the legitimate retailer because it puts him up against irresponsible competitors who have little or nothing to lose either in the way of capital or reputation and who will continue, Ponzi-like, to trade on the credit of the manufacturers, until the crash comes, when they will hope to come out on top with their creditors underneath. Then the bankrupt stock goes on the market at half nothing and everybody suffers all around except the fly-by-night dealer.

This condition has largely righted itself, because so many of the manufacturers and wholesalers have got their fingers burned and have begun to use a whole lot of discrimination. They have decided that it is better to dig and sweat for \$10.00 worth of business for which they receive \$10.00 than to accept \$100.00 worth of business on a platter, on which the receipts, likewise are \$10.00.

The overdose of style is another result of the strenuous competition of the last two or three years. And we're learning some lessons there, too. The situation is still in the melting pot, but it is probable that this, also, will right itself, in the near future, because so many manufacturers, wholesalers and retailers have all had their fill of the fashion craze.

The lesson of our experience during the last three years is simply this—that any condition, or any line of action, which tends to disorganize or hamper the retail trade, hurts every branch of the industry, and eventually hurts every member of it.

Business Men Should Fully Understand The Operations of the Bankruptcy Act

**The Rights of the Creditor and of the Debtor—
“If the Offences Provisions of the Act Were Known
to Creditors the Majority of Fraudulent Debtors
Would be Punished” Says Well Known Lawyer**

In these days of assignments and rumors of more assignments, one hears much, not only among manufacturers and wholesalers, but also among dealers themselves, of the inefficiency of the Bankruptcy Act, and the hardships that follow its operation. Particularly among retailers one hears the complaint that the honest man is penalized, because it is so easy for the dishonest man to obtain a discharge from his debts. Many dealers will tell you that a neighbor competitor has made a compromise with his creditors, bought his stock back at thirty cents or forty cents on the dollar, put on a sale, and, in so doing, brought the other merchants in the neighborhood to the verge of bankruptcy.

There is evidently something wrong with the act if such a condition can exist. It may be that the fault lies with the creditor, who is too easily persuaded to take a big loss, in order to clean off the slate. A well known legal authority on the Bankruptcy Act, Mr. Lewis Duncan, is authority for the statement that the chief difficulty at the present time is that creditors do not know their rights and are too inclined to assume that the debtor has the whip hand. He states that the contrary is the fact, and that the Bankruptcy Act gives creditors the power to make the lot of the fraudulent debtor a most unenviable one. Mr. Duncan recently prepared a very comprehensive, though detailed, resume of the operations of the Bankruptcy Act for an address before the Canadian Bankers' Association, and it contained so much information that is of real value of the trade, that we are printing a number of extracts. The better the law is understood by everyone in the trade, the more smoothly the industry, as a whole, will operate. Mr. Duncan's address contains the following interesting statements:

Three Ways of Dealing With Insolvents

“There are three different ways of dealing with insolvents. The first is to treat them as criminals, the second it to do nothing and leave them to the law of debt, and the third method is to try and distinguish between the three different classes and to treat each man as he should be treated. That is what the Bankruptcy Act attempts to do, and it attempts to do it by a most ingenious piece of legislation known as the Discharge Provisions of the Act. Now, there is a very popular misconception, and most unfortunately this is widespread, that any debtor who makes an assignment under the Bankruptcy Act can obtain his discharge without any more ado; that the Bankruptcy Act is a piece of heaven-sent machinery for wiping off his debts, a sort of constant jubilee. It is no such thing. Creditors, if they know their rights, and it is more important that creditors should be properly advised and know their rights in bankruptcy than that debtors should be advised and made acquainted with rights—if they know their rights, creditors can protect themselves and guard against being defrauded.

“Let us consider the position of a man who has

made an assignment or has been made a bankrupt and has not yet got his discharge. What does it mean to be an undischarged bankrupt? Well, it is perhaps not as bad as Dickens, who gained a sort of meretricious fame by throwing stones at lawyers, made out, but it is bad enough. First of all a man who has not got his discharge must at the say-so of the Trustee surrender all his after-acquired earnings, and all property that may come to him by gift or devise or in any other way. He must give to the Trustee all he has and all he may acquire. Secondly under section 90 of the Bankruptcy Act he is liable to one year's imprisonment if he obtains credit to the extent of \$500 and does not inform the person from whom he obtains the credit that he is an undischarged debtor. Thirdly he is liable to the same imprisonment, if he trades under a name other than that which he was adjudicated bankrupt. Finally, he forfeits his position in the Senate. In France there are further disabilities on a person who has got his discharge. He is deprived of all political rights, he may not hold any public office and he may not be admitted to the Bourse. Now, that is the position of the debtor who has not got his discharge. He is in a much worse position than he is under the provincial assignment system.

Provisions That Protect Creditors

“Then how does the act provide that the Court shall deal with an application for a discharge? In the first place section 58, sub-section 4, of the Act, gives the Court an absolute discretion to refuse a discharge; but the law goes further than that, and it provides that the Court may not grant a man a discharge if he has been guilty of any bankruptcy offence. Those offences are set out at considerable length in section 89 and we shall come to them in a minute or two. A man, therefore, who has been guilty of any bankruptcy offence may not receive his



No, this is not the bankrupt! It's the merchant 'round the corner who's expecting the bankrupt stock to be placed on the market at 50c on the dollar

discharge, the Court has no power to give it to him. Then, if any of the facts set out in section 59 are proved the Court must either refuse the discharge absolutely, or suspend it, or grant it only on condition that the debtor consents to judgment being entered up against him for debts which he incurred prior to his bankruptcy. These are the facts recited in sec-

tion 59: First, if the assets of the debtor are not equal to fifty cents on the dollar. Secondly, if the debtor has omitted to keep proper books of account. Thirdly, if the debtor has continued to trade after he became insolvent, for the policy of the Act is that a man must not go on gambling on his creditors' money in the hope that he will pull through, and if he does it is a fact which counts against him. Fourthly, if the debtor fails to account satisfactorily for any loss of assets. By the way, the ancient punishment for failing to account satisfactorily for a loss of assets as introduced by King James I, was that the bankrupt should be put on pillory for two hours, and that one of his ears should be nailed to the pillory and at the expiration of the two hours his ear should be cut off and he should be let go free. Fifthly, if the debtor has contributed to his bankruptcy by speculation, gambling or culpable neglect of his business affairs. Sixthly, if debtor has given an undue preference to any creditor. Seventhly, if the debtor has had a previous bankruptcy. Eighthly, if the debtor has been guilty of any fraud or fraudulent breach of trust. If any one of these eight facts is proved the Court must either refuse the discharge or suspend it, or require the debtor as a condition of his discharge to consent to judgment being entered against him. It will therefore, be seen that if creditors know their rights it will be very difficult for a fraudulent debtor to get a discharge. Every creditor has a right to be heard in opposition to the debtor's discharge.

"Then what is the effect of the discharge? Now the discharge does not release the debtor from all his debts. There are three important classes of debts which all creditors should know are not released by a discharge. A discharge does not release any debt incurred by fraud or fraudulent breach of trust; secondly, the discharge does not release any debt for alimony, and certain other classes of debt which can be classed with that; thirdly, it does not release any debt incurred for any necessary of life. A necessity of life would include food or clothing or fuel.

Practices of Fraudulent Traders

"So much for the Discharge Provisions of the Act. They are very flexible and if creditors understand their rights under them few fraudulent debtors will get their discharge. But the Bankruptcy Act goes farther. In section 89 some eighteen of the more common practices of fraudulent trades are specified and there are made crimes punishable with two years imprisonment. These offences may be classified as crimes before bankruptcy, crimes during bankruptcy and crimes after bankruptcy. Crimes before bankruptcy include first, falsification of books and secondly, obtaining property on credit by fraud. Now that is a common device and it is not generally known, that there is a two-year punishment for it. A retailer possibly obtains from a wholesaler property on credit on the representation that he is not in financial difficulties. That is obtaining property on credit by fraud and the punishment is two years. Thirdly, disposing of property which has been obtained on credit otherwise than in the ordinary course of business—that is to say if any person obtains property on credit and then pawns it or pledges it or disposes of it otherwise than in ordinary course of business, he commits a crime. Fourthly, by making or causing to be made a false statement in writing with respect to his financial condition. Fifthly, concealing any of his property. A man is guilty of a criminal

offence if within six months after doing any of these things he becomes bankrupt or makes an authorized assignment.

Crimes During Bankruptcy

"Then what are crimes during bankruptcy? First not discovering all his property to his Trustee, secondly, any material omission in his statement of affairs, thirdly, allowing a false debt to be proved, fourthly, obtaining credit of \$500 or upwards without notifying the person from whom he obtains the credit that he is an undischarged bankrupt, fifthly, trading under a name other than that which he was adjudged bankrupt.

"Crimes after bankruptcy include failing to keep proper books. Once a man has been made a bankrupt he must keep proper books, and if he does not keep them and is later adjudged bankrupt, he may be punished with two years' imprisonment.

"In addition to these there are four provisions in



There's trouble in store for the fraudulent debtor under the Bankruptcy Act—if his creditors enforce their right

the Criminal Code, some of which overlap those that I have mentioned. One is destruction or falsification of a company's books, and the punishment is seven years. Another is a gift or removal of property with intent to defraud, or giving property to someone with intent to defraud, the punishment being one year.

"If the offences provisions of the Bankruptcy Act were known to creditors the majority of fraudulent debtors would be punished, but it is most unfortunate that apparently those provisions are not widely known, and cases illustrating this ignorance continually occur on the examination of the debtor. Perhaps it will be a foreigner keeping a small shop and having \$3,000 a year ago. On examination he is asked, "Where did your money go?" "I don't know." "You must tell." "Oh well, I put it on the horses," and that generally gets past with a laugh. Now, in that conversation he has admitted sufficient facts to justify the Court in refusing him his discharge, and has given information, which if followed up and supplemented, may result in criminal proceedings.

"Then are there defects in the Bankruptcy Act? There is a very serious defect in the authorized assignment provisions. I do not need to dilate on it, but there is a loophole there. It is also necessary to make the provisions of the Bankruptcy Act which have to do with companies fit more closely to the subject with which they are dealing. There is a criticism which is heard in various directions, that the debtor can choose his own Trustee.

Composition Proceedings

"What are composition proceedings? At common law if the debtor wishes to get rid of his liabilities for a less sum than 100 cents on the dollar, the only way he can do is to obtain the consent of his creditors to his proposal. He cannot compel any



J. Nash, of Brndon, Man., has good display windows and believes in making the most of them

creditor to consent. The policy of the Bankruptcy Act is this, that what appears a reasonable proposal to a majority in number and two-thirds in value of his creditors shall not be allowed to be defeated by a few persons.

"There are one or two other important provisions it may be well to mention. There is the fraudulent preferences section. No creditor may take a preference within three months of the bankruptcy. If he is paid a preference or paid more than the other creditors that money can be recalled by the Trustee and put into the common fund; but for bankers it is important to remember that if a debtor has paper coming due and he pays it on the due date, that is not a fraudulent preference. That is an exception to the fraudulent preferences section, and amounts to this, that a debtor who is trying by meeting his paper as it comes due, to keep his head above water, is presumed not to be intending to give a preference.

"The Bankruptcy Act is a great improvement on the previous chaotic state of the law. Amendments are required and will in due course be made; but there will always be a certain amount of dissatisfaction with a new law until its provisions are understood. The chief difficulty at present is that creditors do not know their rights and are too inclined to assume, once a debtor has made an assignment or a proposal for a composition that they have no rights and that the debtor has the whip hand. The contrary is the fact, for the Bankruptcy gives creditors very considerable and far-reaching rights and puts it in their power to make the lot of the fraudulent debtor a most unenviable one."

The Modern Way

An old colored man who appeared as a witness in a court in Southern Indiana, was duly examined by the lawyers. In the course of his examination these questions were put to the man: "What is your name?" "Calhoun Clay, sah." "Can you sign your name?" "Sah?" "I ask if you can write your name?"

"Well, no, sah. Ah nebber writes my name. Ah dictates it, sah."

Playing Safe

Little Willie was on his knees at his bedside, one night about a week before Christmas, petitioning Providence for gifts in a very loud voice. "Please have Santa Claus send me-e," he shouted, "a bicycle, a tool-chest, a—." "Why are you praying so loud?" his little sister interrupted. "God isn't deaf." "I know that," answered Willie, winking toward the next room, "but Dad is."

Pity the Germ

Thirty years ago the women wore skirts with trains that gathered up all the germs on the streets. But nowadays a germ has to climb so high to reach the hem of a skirt that he gets dizzy and falls and breaks his neck.—Book of Smiles.

Obliging

Doctor:—"But I can't prescribe whiskey for you unless I am convinced that you need it. What are your symptoms?"

Willing patient:—"What symptoms would you suggest, Doc?"

Not Goodbye—But Goodnight!

"The Dope"

Customer: "Can I see your city directory?"

Cigar Clerk (peevishly):—"It's in back, and I'm too busy now to get it."

Customer: "Oh, all right. I wanted to buy two boxes of cigars here to send to a friend but I'd forgotten his address. Goodbye."

What is a Name?

June Bride—"I would like to buy an easy chair for my husband."

Salesman—"Morris?"

June Bride—"No, Clarence."

The Mode of the Moment



Illustrating two models which are finding favor with the exclusive trade in Toronto
—Reproduced by courtesy Owens-Elmes, Ltd.

Recent A. H. M. Appointment

Mr. A. W. Thompson has just recently been appointed manager of the Ontario Division of Ames-Holden-McCready, Ltd. Mr. Thompson has a long and successful record with the company, and his appointment in this capacity assures Ontario customers of A.H.M. of prompt and efficient service.

He made his debut in the industry in the retail end of the game, but quite early in his experience he entered the wholesale business, joining up with the firm of Arthur Congdon, Winnipeg, as a travelling salesman. When Congdon's was bought out by James McCready, he remained with the organization, and at the time of the amalgamation by which the A.H.M. organization was formed, he was representing McCready out of Winnipeg and West. For eight



A. W. Thompson

years following the amalgamation he continued on the road. Then came promotion to the office of buyer and stock man, which was soon followed by appointment to the management of the Winnipeg Di-

vision. His work in the latter capacity was productive of such results that after two years, Mr. Thompson was transferred to Montreal as Assistant General Sales Manager. That was about a year ago, and the firm has now decided to make use of his services as Manager of the Ontario Division.

His many friends will wish him the most prosperous year of his career in 1923.

A Photographic Illusion

On page 38 of the November issue of "Footwear in Canada" there appeared a cut of the windows of the Fashion Shoe Shop, Ltd. It has been brought to our attention that this illustration does not show the store front in the proper perspective. Lest some of our readers may get a wrong impression, it may be pointed out that this was a composite picture, made up of two separate photographs, one having been taken of the window on each side. An examination of the reproduction will show where these two photographs were joined together in the centre of the doorway. Toward the foreground the views overlap to some extent, however. It will be noted, for instance, that there are four ceiling lights shown, whereas there are actually only two, and the whole store front is spread out wider than it is in reality.

"The Dope"

From those in position to know we learn that one of the features likely to be played up most strongly at the Chicago Style Show is the Oxford with cut-out quarters. Whether this novelty will have any vogue in Canada is difficult to say—there is less demand for novelty than there was—but from what we can gather there is no doubt but that the U.S. manufacturers are going to make an effort to put it across.



The store front of the Duane Shoe Shop, Bloor St. West, Toronto

Putting the "Win" in Window

The Duane Shoe Shop, one of Toronto's Recently Established Up-Town Stores, has the Kind of Windows that Win Customers—This Concern Pays very Close Attention to its Displays, Changes them Frequently, and Adds Punch to them with Attractive and Original Show Cards

First impressions count for a great deal. Our first estimate, whether of a man or a business organization, is liable to be our final one—unless some incident, or series of incidents crops up, which forces us to revise it. If, when we are introduced to Jim Jones, he impresses us very favorably, we'll continue to think him a fine fellow unless, and until, he proves himself otherwise. And if the first time we see Jim Jones' store it immediately strikes us as being a mighty attractive and progressive looking establishment, that opinion will remain with us unless, and until, we, or some of our friends, have dealings with Mr. Jones which indicates that he does not live up to appearances.

The Store is Judged by its Windows

It is because of the far-reaching influence of first impressions that the windows of a store are so important. As we judge people by their faces, so we judge stores, at the outset, by their

fronts. More and more the retail trade is coming to realize the importance of this fact. The big down-town organizations spend huge sums annually in order to use the full drawing power of their windows, and the smaller establishments in the suburbs and the country towns are likewise seeking to make the most effective possible use of this medium of advertising.

On the opposite page is reproduced an illustration of an up-to-date store in Toronto, which exemplifies the trend toward better windows and better use of them, on the part of the smaller retail concerns. This is the Duane Shoe Shop, 1126 Bloor St., West, Toronto. It was opened last October by two young shoemen, Messrs. Clyman and Axler, and has been making good progress since. The policy of the store is to attract new customers by their window displays, and hold them by their service. The windows are large in proportion to the size

of the interior, which is of medium dimensions, but permits of expansion. At the present time a section at the rear of the store is partitioned off as a stock room. When the business warrants, this partition may be removed, and all the space given over to the selling floor. Both the windows and the interior are excellently lighted. The up-to-date reflector type of lighting fixtures are used for the former, while the interior illumination is by means of five semi-indirect bowls.

Messrs. Clyman and Axler are catering to a medium class trade, their prices ranging from Five to Eight Dollars, but their aim is to give their clientele the same consideration and service that they would receive in the most exclusive and high-priced establishment in the down-town shopping section. Their motto is "Please the Customer," and if they please her they figure they will surely sell her, not only once but every time. Up to the present time, they estimated that 60 per cent. of the customers whom they have served once have come back again. And this is mostly women's trade, too, which is the most given to shopping around. They have set out to make friends of the people in the district in which they are

located, and friendship is a mighty good foundation for a business.

The Duane Shoe Shop has an efficient system of records. Every line of shoes as it comes in receives the firm's own stock number and is entered up in the stock book, showing the number of pairs and the cost and selling price. The shoes sold are checked off, and at the end of the week it is possible to see how the lines are moving, which styles are working off the shelves and which are sticking. This serves as a buying guide and as a warning when it is necessary to use the knife and get rid of slow-moving goods.

"Keep Hammering Away"

The windows have hardwood floors and are equipped for the most part with glass fixtures. The walls on either side are papered in an attractive but subdued pattern. Very careful attention is given to the displays, in which the appearance of crowding is avoided. Punch is added by the use of timely show cards—these are considered a very important feature and are given a lot of prominence. "We believe in hammering away at them all the time," says Mr. Clyman, "and always try to give people something to think about in every display."

An Expert Opinion on the Probable Trend of Style Next Spring

Straps will have continued popularity—sport oxfords will be very strong—it looks like the biggest white season ever.

This, in a general way, expresses the opinion of one of Canada's best-known style men regarding the probabilities for the coming season. This shoeman, who caters to the highest class of trade, states that there is a decided reaction on the part of his exclusive clientele against "gingerbread" designs and in favor of the plainest styles. Plain opera pumps, he says, will be one of the leading numbers with this class of trade. And this does not apply to turns alone; the "opera" will be shown in welts also, with fair prospects of making a "hit."

As to heels, the Spanish is all the rage at the moment and will no doubt continue for a time, but there is also a strong trend toward Cubans, and this latter type will be featured on the light turn goods as well as on the welts. An

interesting development of the Cuban heel, which may exert some influence on the situation, is the appearance of the straight type of heel—that is, without any breasting. The heel heights forecasted for spring are 10/8, 12/8 and 14/8.

In materials, grey suede will undoubtedly be one of the biggest features, in this shoeman's opinion, particularly in the pearl shade. Everybody is talking lighter shades of calf, but it does not yet appear whether they will materialize.

Bronze kid and brown are very good right now, and may continue into the coming season. Black satin also looks as if it would have its share of feminine favor.

One point on which our informant differed with the views we have heard expressed by others was in regard to the tongue pump. While this style of shoe had been selling well for some time to the best class of trade, he did not look for it as a good bet for spring.



Lessons from the Experience of the Shoe Industry in the Year 1922

Most Members of the Trade Have Lost Money and Gained in Knowledge During the Period of Stress—Industry Today is in Good Fighting Trim, with the Weaker Element Pretty Well Weeded Out—Hide Market Signals the Welcome News that Business Recovery is in Sight—Shoe Prices Already Reflect Upward Trend—Low Stocks and Firmer Market Hopeful Indications for 1923.

Reviews, generally speaking, only serve a useful purpose when they bring home some lesson of experience, and show from the events of the past, what is the probable trend of events in the future.

Is there anything to be learned from a review of the happenings in the shoe industry during 1922? We think there is:

It has not been smooth going and there may be a few snags ahead of us yet—but, the indications are at least that we are around the corner. It is an axiom of economics that the basic commodities—the raw materials of the country's industries—are always first to feel the jolt of a general depression and, in turn, are first to register the indications of a coming recovery. Hides were hit first, and they were hit hard. During the present year, they have been coming back strong, as a perusal of the presidential address before the Tanners' Section of the Toronto Board of Trade will indicate. (This appears on

another page of this issue). In November some grades had reached a figure 80 per cent in advance of the low point of 1920. There was then a slight reaction, due to the fact that the tanners refrained from buying for a time, and also due to seasonal decline in value, but there is little reason to doubt that the market will continue firm. The week following the reaction in price, 570,000 hides were sold on the Chicago market.

Strengthening Leather Market

Nearly all grades of leather, also, have been showing, during the fall, decidedly upward tendencies. There have been advances ranging from 10 to 20 per cent. There is no reason to question that this a genuine recovery—not an effort to stimulate the market artificially. All branches of the trade, we believe, are fully aware of the danger of any manipulation of prices, unwarranted by actual conditions—which would undoubtedly bring about a reaction later that

would very seriously retard the return to normal.

This is one lesson which has been learned, very thoroughly, during the last couple of years—that we can't lift ourselves out of the hole by our bootstraps, that we simply must climb out.

Shoe Prices Firmer

Already shoe prices are beginning to reflect the higher level of the leather market. The increases have been slight, perhaps not more than 5 per cent., but they show signs of holding firm. One of the most prominent wholesalers in the country told "Footwear" that his opinion was that the advances were forced upon the manufacturers, and that the trade would have to accept them. He himself had been in the market with orders large enough to be tempting and had been unable to place them unless at the advanced figures. Wholesalers are not attempting to pass these increases along to the retail trade as yet, as the situation is not such that they can safely do so without hurting business. But they will have to come to it eventually, for as their new stocks come in, they will be doing business on a smaller margin than proper financing warrants. In the meantime, however, they prefer to maintain their present quotations rather than to risk a set-back at a time when there are prospects of resuscitation. Retailers who are placing orders with the manufacturers in January will discover how the situation stands for themselves.

Style Complications

The retail and manufacturing branches have had more than the ordinary difficulties of diminished demand and increased competition, which follow in the wake of a decline. The situation has been complicated by the "Style" factor. "Style" has been of course, used as an instrument in the hands of the retailers and manufacturers themselves to inject more "pep" into the demand. But it looks like another case of the cure being worse than the disease, for what was intended as a mere stimulant seems to have acted like a powerful intoxicant, and for a time the trade has had something in the nature of "Stylerium Tremens." The patient has got out of hand on occasions and done some little damage before it has been possible to get him under control. The fact of the matter is that the overdose of style has been costing the industry a lot of money. The multiplication of patterns and lasts has meant a big item of expense both to manufacturers and retailers, and the rapid-fire

changes have greatly increased the overhead of the industry by upsetting the schedule of manufacturing operations. Spasmodic activity is not efficient activity, and that's the kind of activity that has been induced by the style craze.

Despite these difficult conditions, it is probable that both retailers and manufacturers will make a better showing when the books are balanced for 1922 than they did in 1921. This is due to the fact that stocks have been in better shape and that the same losses had not to be taken as were shown the previous year due to the declining market. It is a little early to estimate, but the probabilities are that the actual production and sale of shoes will turn out to be about the same as in 1921.

Prospects for Coming Year

The prospects for 1923 are hopeful, because of the factors mentioned above—low stocks and the firmer market. Wholesalers state that they immediately feel the effect of any little flurry of consumer demand, showing that as soon as the public begins to buy more freely, the whole industry is going to feel the benefit of it almost simultaneously. How the situation with regard to last-minute placing of orders, and mid-season style changes is going to be adjusted is difficult to guess, but that there will be a readjustment of some kind during the coming year seems likely, as both retailers and manufacturers are tired of the present situation. It will probably come about naturally through a reaction on the part of the public. In the meantime it is the duty of each individual in the industry to do his bit in trying to stabilize the situation.

With regard to the credit situation, experienced credit men who are closely in touch with conditions state that an improvement is noticeable, but that we are not entirely out of the woods yet. It is anticipated that the present winter will see a still further weeding out. The weaklings, however, have, for the most part, been already eliminated, and by spring the last remnants of them will have "folded their tents like the Arabs and silently stolen away." The trade is right now in good fighting trim, because of this process of elimination which has been going on. The surplus, non-essential element has been worked off, and the bone and sinew and muscle of the industry—the genuine merchants—have been trained to a high point of efficiency by strenuous competition. It's that same old story, the survival of the fittest.

Brief Survey of General Industrial Situation and Prospects

Viewpoints of the Optimists and the Pessimists—Factors which Point Toward Improvement in Conditions During 1923—How Europe Affects the Situation—Reasons for Spread in Prices

There are two sides to every question—so we are told—and it would also seem that there are two viewpoints of every situation. It is surprising to hear the widely different estimates of present conditions that come from different observers. There are the optimists who say, "Canada is all set for a forward movement—she only waits on the settlement of European conditions." There are the pessimists who say, "We have not yet set our own house sufficiently in order—a period of continued deflation and business casualties lies ahead of us."

Which viewpoint is right? Well, let us set forth the facts of the situation. There are many favorable factors, but—the pessimist comes in with his "but" just there. And let it be said that while the pessimist is not generally a popular person, he is not always wrong. There were those who, previous to the Great War, were pessimistic about the European situation. They were laughed at—but they were right. So let us have due regard for pessimistic opinion.

The wheat crop, which is one of the largest Canada has produced, is one of the foundation stones on which our hopes of business revival are built. No other single factor exercises so far-reaching an influence upon Canadian industry. A prosperous West means a prosperous Canada and the effect, both financial and moral, of a bumper crop is felt throughout the Dominion.

Wheat Crop will Place \$2,000,000,000 in Circulation

There may be one or two flies in the ointment. The price of wheat is not high enough to improve the financial condition of the farmer as much as could be desired, agriculturists state. His creditor will again have to carry some of his debts over till the next season. At the same time the western farmer's current purchases must be a big factor in increasing the circulation of money. A well-known financial authority has stated that this year's crop will be the means of placing \$2,000,000,000 in circulation. The mere fact that there is a big crop has a beneficial effect on the whole situation. All this wheat has to be handled and distributed. This provides employment for many thousands of men and stimulates activity throughout various departments of our industrial system. It may not be an entirely profitable activity, but it will pay wages and overhead and help to keep our industrial organization together and in efficient running order. Herein lies one reason for the present favorable situation with regard to employment as compared with last year.

Is any Further Deflation Possible?

Has liquidation run its course, or hasn't it? Here again there is a distinct cleavage of opinion. The pessimist shakes his head with a snort and says, "Huh! Liquidation complete! It's only just begun. We've got to get back to the pre-war basis in our

commodity prices before we can have another revival of business. Look at the spread between the prices paid the farmer for the raw materials he produces and the finished products he buys. Here's one element in the community—and the most important at that—that is only receiving pre-war remuneration for its service, while all the commodities that it buys are still practically at war levels. This inequality can't continue. There's got to be a whole lot of water squeezed out somewhere before we can reach a normal basis."

The optimist, on the other hand, declares that ever since the armistice, deflation has been proceeding up to the present time when all our industrial organizations have been driven to the last degree of economy and efficiency—or to the wall. He points to the fact that, far from there being signs of further deflation, there is a decided tendency toward price increases in many lines.

It Depends on Europe

There is much to be said on both sides of the question. One of our difficulties undoubtedly has been that our manufacturing and distributing system has been too large for the needs of the country during the depression of the last couple of years, considering the diminished demand. This means that overhead is disproportionately high and that it has not been possible to reduce the cost of living to the lowest point consistent with the cost of the agricultural products and raw materials. A resuscitation of demand should, of course, immediately assist this condition. But whence is this increased demand to come from. It all goes back to Europe. The price of wheat is low. Why? Simply because Europe can't afford to pay higher. This interferes with the purchasing power of the farmer. The export of manufactured goods has fallen off. Why? Again, because Europe hasn't got the cash. Thus circumstances are forcing us—and our good neighbors to the south of us—to realize that the policy of isolation is all bosh, that there simply "aint no such animal" at present extant in the civilized world.

Why the Spread Between Agricultural and Manufactured Products?

This leads to another point which the pessimistic economists seem to have overlooked in their predictions regarding the reduction of the level of prices to a pre-war basis, through a still more severe deflation in industry. They point to the big spread between the prices received by the farmer for his products and the general level of prices which the consumer pays. What is the reason for this big spread? Does it indicate that our manufacturing and distribution costs are very much too high? Or does it indicate that the crop prices are abnormally low? We rather think that the latter is the key to

the situation. It must be remembered that while, as pointed out in a previous paragraph, there is probably an undue proportion of overhead in our commodity prices, the real root of the trouble lies in the fact that the price of wheat is abnormally depressed. The reason why this depression should be felt more in the agricultural industry than in any other is obvious. The production of wheat is the only Canadian industry of first importance that is primarily an export industry. We export from 75 to 90 per cent of our crop. Our chief market is Europe. It naturally follows, therefore, that the Canadian wheat industry is most intimately affected by European conditions and must conform to the prices in the European market. If it were primarily a domestic industry, catering mainly to the requirements of the home market, its situation to-day would no doubt be entirely different and the prices paid for our Western

crop would be more in line with the prices of other commodities which are produced solely for domestic consumption.

The Employment Situation

The situation with regard to employment is one of the most encouraging internal indications. There has been less unemployment this fall than at any time since 1920. The building industry which, next to agriculture, is probably the most important in the country, has been fairly active. Basic commodities, like hides, lumber and steel, have been showing decided tendencies to strengthen. Summing up, it may be said that internal conditions are favorable for the most part, and that if the state of the world markets permits a normal outlet of Canadian products, 1923 will see real progress toward a real revival in industry.

The Neglected Factor

Mr. Sherman, of the Westinghouse Union Battery Company, says that one reason why national advertising campaigns failed in 1921 was that the dealer was not advertising. He feels that more attention must be paid than heretofore to selling the advertising idea to the retailer through whom the goods are being sold to the general public.

It is hinted that one of the causes for the recent failure of the manufacturer of Ingersoll watches was lack of attention to the dealer. The manufacturer advertised heavily to the consumer, but when it came to real work on the dealer, there was little interest shown.

"Class" regards these two statements as significant. They show that many manufacturers have given the trade too little consideration, and that the merchant has been a neglected factor. Too many manufacturers have thought that consumer advertising was the whole story, and that carrying on a national campaign to the general public gave them a franchise, so to speak, entitling them to the interest, co-operation and support of the retailer.

This is a huge mistake. The dealer is interested in advertising, and appreciates its value as a merchandising stimulus, but there are many things about the product that he wants to know before he gets enthusiastic to the point of spending his own money in support of the manufacturer's efforts. Consumer advertising does not always impress him as the major reason in favour of stocking and pushing a given item.

More attention to the trade will conserve advertising efforts. Cultivation of the retailer will pay dividends. Tell the merchants, through their own trade publications, what you are doing. Seek their interest and support on a business basis—that you have a good article, priced to yield a profit, and capable of being sold to advantage in the dealer's store. Make a friend of the merchant, and justify the friendship by the advantages a connection with you will bring.—From "Class," Chicago.

Hannahsons Shoe Co. Enlarge Foreign Sales Organization

The Hannahsons Shoe Co., of Haverhill, Mass., U. S. A., is gradually enlarging its foreign sales organization. Representatives have already been appointed for Cuba, Mexico, Peru, and Ecuador.

Mr. A. E. Cloutier, who represents high grade Canadian lines, has been appointed to represent the Hannahsons Shoe Co. in the Province of Quebec, Canada, with headquarters at his sample room, 518 New Birks Bldg., Montreal. Mr. Cloutier is very much pleased with his new connection and expects to interest many of his Canadian friends in the fast selling Hannahsons line of satin and canvas novelties.

Linking up with Events of Local Interest

Many shoe merchants add a touch of personal interest to their windows by running photographs in connection with local sporting events. In most Canadian Communities, interest in sports is generally keen, and on occasions it reaches a very high pitch. Good pictures playing up the home team's exploits will draw a ring of interested observers every time.

Owen-Elmes go into Manufacture of Welts

The trade will learn with interest of the Owens-Elmes Mfg. Company's decision to go into the manufacture of women's welts. This firm has been producing footwear at its plant at No. 12 Sheppard St., Toronto, for about two years and a half, but up until recently they have been devoting their attention exclusively to high-class bench-made turns. In the manufacture of this type of shoe, their operations have been attended with so much success and their product has met with such a favorable reception that they have now decided to broaden the scope of their activities and add a line of the highest grade of women's welts. The plant is already equipped for welt production, up to a capacity of 500 per day, and the first samples of the new line will be on display at the Mount Royal Hotel during the convention week this month.

The Owens-Elmes welts will be distributed, as their turn shoes have been, through exclusive agencies in the various centres throughout the Dominion.



Dress means a lot to the appearance of a woman. It means everything to the appearance of a window. The Christmas attire of the Lloyd-Rose display windows, Roncesvalles Ave., Toronto, received the same painstaking attention to detail as did milady's toilet on the evening of the "big dance." And the results justified the effort.

Worse Yet

Cohen was a salesman for an eastern shoe concern. Business being scarce, he was willing to go out of the way for an order. One day he invited a prospective buyer out to dine. The guest picked up the



J. B. Goulet, the genial Vice-president and general manager of the well-known Quebec firm of O. Goulet & Sons, Ltd., will be a familiar figure at the forthcoming convention of the Canadian shoe trade in Montreal. Mr. Goulet is also taking in the Style Show in Chicago, for which he left on Sunday, the 7th inst.

Did He?

The Frenchman did not like the looks of the barking dog barring his way. "It's all right," said the



host, "don't you know the proverb, 'Barking dogs never bite'?"

"Ah, yes," said the Frenchman, "I know ze proverb, you know ze proverb, but ze dog, does he know ze proverb?"

menu, studied it, and ordered from soup to nuts. The waiter turned to Cohen. "What will you have, Sir?" Cohen, despairingly replied: "Gimme tea and toast." From across the table came the mildly surprised query of his friend: "What's the matter Cohen, on a diet?" "No. Only on a commission."

The secretary of Montreal Convention has received notice that all Western railway lines will participate in the reduced rates for the Convention. Going tickets and certificates will be issued in the Province of British Columbia from Jan. 5th to 11th inclusive; in the Province of Alberta, Saskatchewan, Manitoba and Ontario (West of Port Arthur and Armstrong) from Jan. 6th; return limit January 20th. On Eastern lines tickets and certificates are to be issued from Jan. 11th to 17th, the reduced fare on the certificate plan being available for return on or before January 20th.

Some Interesting Features of the Big Montreal Convention

On the morning of January 15th, at the Manufacturers' Convention, Mr. Howard P. Cobb, of Boston, an expert on shoe costs, will speak on this subject. This address, which will be the principal one at this session, will be in English, but it will be summarized in French by Mr. Wilfred Gagnon, of Aird & Son Reg'd. who will also discuss some other phases of cost accounting dealing with the subject as it relates to the Canadian shoe trade.

Mr. A. Belanger, principal of the Montreal Technical School, will deliver an address on "Technical Education for Shoe Workers." In this connection it may be stated that it has been decided that classes for shoe workers will be instituted at the Montreal Technical School, and arrangements are being made with the Provincial Government for an appropriation to defray the necessary expenses and provide for immediate equipment.

At the afternoon session, addresses will be given by practical shoemen dealing with such questions as the style situation, terms, and the development of the services of the Association. Following these addresses, there will be a discussion on the credit situation and the desirability of extending the present credit services of the Association.

The four groups will be in session on the morning of January 16th. At the meeting of the manufacturers, Mr. James Acton will speak on "Some Reminiscences of the Shoe Trade in Canada," while Mr. J. A. Beaudry will deal with "Soviet Russia." Mr. Beaudry has just returned from a visit to Russia. It is also hoped to have an address on "Shoe Factory Financing" by a banker. The programme of the retailers' session is given elsewhere. The travellers will also be in session and will elect their officers. At 12.30 there will be a luncheon to which all registered wholesalers will be invited as guests of the Wholesalers' Association.

Banquet Will Be Biggest Ever

The joint session will be held during the afternoon. The banquet will be held in the evening, which is expected to be the biggest shoe trade dinner ever held, with an attendance of 500. The committee is awaiting the decision of a man of out-standing position as the principal speaker of the evening. A very attractive programme of entertainment is being arranged, a feature being community singing, for which song sheets are being printed. Tickets can be secured at the office of the Association, Room 9 Board of Trade Building, Montreal. The fee of \$5. covers this dinner and all other functions.

On Wednesday morning, in addition to the programme already arranged, the retailers will hear an address from Mr. Arthur Bonisteel, manager of the Collis Leather Company, Aurora, on "Shoe Leathers, their relative merits and how to distinguish them." This will be a practical address by a practical man. An insurance expert will deal with "What the Retail Shoe Merchant Should Know About Fire Insurance." In the afternoon Mr. Geo. D. Wallace, of Halifax, will deliver an address.

Matter of Freight Rates to be Taken Up

The manufacturers and wholesalers will hold no

session on Wednesday. They will not however, be idle as arrangements are in hand for a deputation from these associations, with representatives from the retailers, to wait upon the Canadian Freight Association. The deputation will present arguments in opposition to the proposed rate classification No. 17, which involves an increase of 50% in freights on boots and shoes in containers other than wooden boxes with certain specified metal strappings. A definite arrangement has been made for the interview to take place at 10 o'clock on Wednesday morning at the offices of the Freight Association, Shaughnessy Building, Montreal. All manufacturers and wholesalers are urged to set aside that morning to attend. Members of the Manufacturers' and Wholesalers' Associations have been asked to bring their records in order to support the Associations' contention that damage and pilferage claims have been small during the past year.

Sample Room Accommodation

With regard to sample room accommodation at the hotel, already between 40 and 50 rooms have been reserved. All the sample rooms proper have been taken and 20 bedrooms besides in the sample room wing of the hotel are being converted into convenient sample rooms. A further number of bedrooms are also available and can be secured on application to the secretary of the Convention. The sample rooms will be opened on the morning of January 15th and will remain open until Wednesday night. A directory of the firms which have taken sample rooms is being prepared and will be displayed in the lobby of the hotel.

The Programme Committee is preparing a programme of 100 pages which will serve as a useful and handy directory of shoe firms and allied trades throughout the Dominion.

The Committee on Registration and Badges has completed its arrangements, and urges all persons attending the Convention to register promptly upon their arrival. Special leather badges are being printed and will be supplied to each registrant. This will entitle each registrant to attend the sessions in his own group.

A committee of Montreal retailers has been organized for the purpose of ensuring a very large attendance of local shoe merchants. It is expected to canvass every shoe retailer in the city.

Reservations for bedroom accommodation at the Mount Royal Hotel for out-of-town visitors may be secured through the secretary of the Convention.

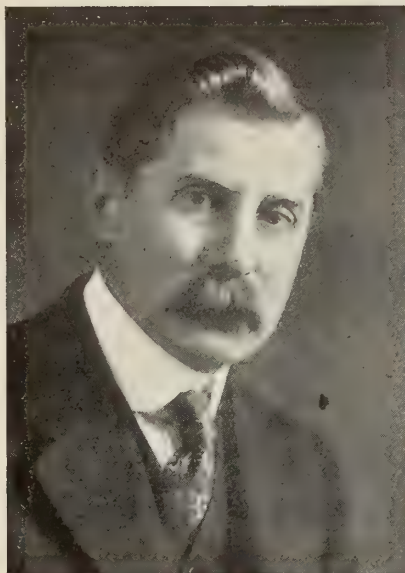
"I don't care to keep that schoolgirl complexion," said the young man as he dusted off his lapel.

The Phrenologist—"Yes, sir, by feeling the bumps on your head I can tell exactly what sort of a man you are."

Mr. Dolan—"Oi belave it will give ye more of an idea wot sort ov a woman me woife is."

—The Ell-Bee

The Montreal Convention



Geo. Gales, chairman of convention committees for National Shoe Retailers' Association of Canada



Ralph Locke, president of Wholesale Shoe Assn. and chairman of convention committees for wholesalers



C. E. W. Lessard, chairman of convention committees for the National Shoe & Leather Travellers' Assn.



Attractive cafe of Mount Royal Hotel, Montreal



E. A. Stephens, president, National Shoe Retailers' Assn. of Canada

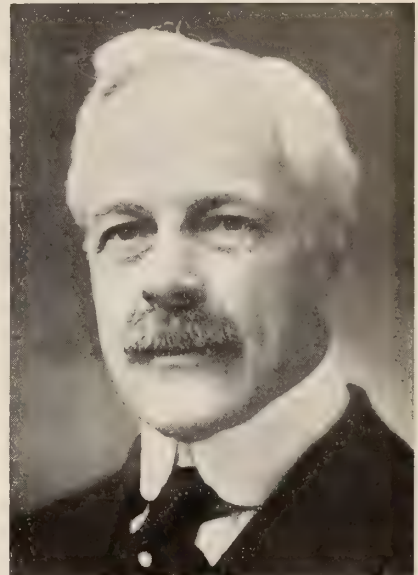
The Montreal Convention



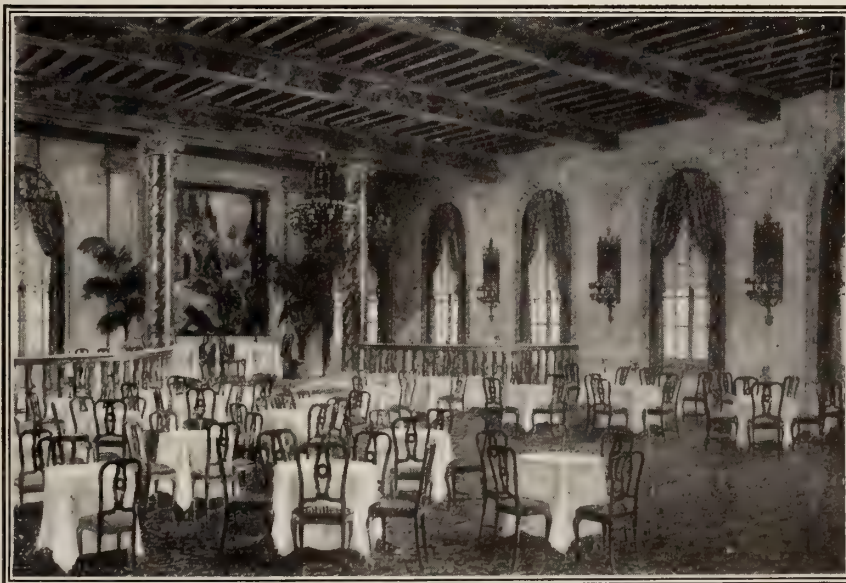
Jos. Daoust, president of Shoe Manufacturers' Assn. and chairman of convention committees for the Association



S. Roy Weaver, Secretary of the Canadian Shoe Trades Convention



Chas. Fice, President of the National Shoe & Leather Travellers' Assn. of Canada



Main dining room, Mount Royal Hotel, Montreal



Howard Blachford, Secretary National Shoe Retailers Assn. of Canada



Getty & Scott's well-known and popular representative, D. R. Hawley, will be in charge of the company's sample room in the Mount Royal Hotel, during the Montreal convention.

New Representative for Daoust, Lalonde

V. A. Pearsall, a progressive young shoeman, who was formerly connected with Getty & Scott, Ltd., Galt, Ont., has recently taken over the representation of the Daoust, Lalonde & Company's line for Toronto and Western Ontario. He will have a range of samples on display at the Mount Royal Hotel during the shoe trade convention for the benefit of the Western Ontario trade.

Mr. Pearsall has had considerable experience in the shoe business, having been with Getty & Scott for three years and with the Regal Shoe Co., for an equal length of time. His new headquarters will be at 319 Bay St., Toronto.

"Our store up to last night shows an increase over the same period last December of 50%, and we feel that our increase for the month will be \$3,000." That is what the Robert Wilson Shoe Store, Hamilton, has to say for itself. Pretty good going!



H. G. McCullum, who has been appointed Factory Sales Manager of Ames-Holden-McCready, Ltd., Ontario division, under direction of Toronto office.

Directory of Exhibitors in the Mount Royal Hotel

The following is the list of sample rooms reserved by shoe manufacturing, wholesale and allied trades, in the Mount Royal, for the Canadian Shoe Trade Convention, Jan. 15-17, 1923:

First Floor

Room No.

- 1127 The Macfarlane Shoe Limited, Montreal
- 1125 Scheuer, Normandin & Cie Limitee, Montreal.
- 1124 The John Ritchie Company Limited, Quebec.
- 1122 The Talbot Shoe Company Limited, St. Thomas.
- 1119 The Natural Tread Shoes of Canada Ltd., Belleville.
- 1114 The Tred-Rite Shoe Co. Ltd., Otterville.
- 1128 Theo. Mayer Shoe Mfg. Co. Ltd., Montreal.
- 1129 J. W. Hewetson Co. Ltd., Brampton.
- 1116 The Eureka Shoe Co. Ltd., Three Rivers.
- 1115 Globe Shoe Limited, Terrebonne.
- 1112 Bastien Bros., Indian Lorette.
- 1118 Dunbar Pattern Co., New York.
- 1111 Albert Charron, Contrecoeur,
- 1110 Canadian Shoes Ltd., Toronto.
- 1130 United Last Company, Montreal.
- 1131 United Last Company, Montreal.
- 1121 Perth Shoe Co., Perth, Ont.

Second Floor

Room No.

- 2127 J. A. McCaughan & Son, 681 Champlain, Montreal.
- 2125 W. B. Hamilton Shoe Co. Limited, Toronto.
- 2124 The John McPherson Co. Limited, Hamilton.
- 2122 Smardon Shoe Co. Ltd., 533 Visitation, Montreal.
- 2121 The Fix Shoe Co. Ltd., 1156 Carriere St., Montreal.
- 2119 Nathan Cummings, 310 Notre Dame W., Montreal.
- 2128 Canadian Footwear Co. Ltd., Montreal.
- 2129 Tetrault Shoe Mfg. Co. Ltd., Montreal.
- 2130 Hurlburt Cushion Sole Shoe Co., Barrie.

Third Floor

Room No.

- 3127 The Eagle Shoe Co. Ltd., 587 Beaudry, Montreal.
- 3125 John McEntyre Ltd., 26 St. Alexander St. Montreal.
- 3124 The Hartt Boot and Shoe Co. Ltd., Fredericton.
- 3122 Kingsbury Footwear Co. Limited, Montreal.
- 3121 The Tebbutt Shoe & Leather Co. Ltd., Three Rivers.
- 3119 La Parisienne Shoe Co. Limited, 614 La Salle St., Montreal.
- 3129 The Reynolds Company, Providence, R.I.
- 3128 The Arrow Shoe Co. Ltd., Montreal.
- 3116 The Slater Shoe Co. Ltd., Montreal.
- 3118 The Slater Shoe Co. Ltd., Montreal.
- 3115 J. & T. Bell Ltd., Montreal.

Fourth Floor

Room No.

- 4127 Getty & Scott, Limited, Galt.
- 4125 The Tillsonburg Shoe Co. Ltd., Tillsonburg.
- 4124 Charles A. Ahrens Limited, Kitchener.
- 4121 Daoust, Lalonde & Cie Limitee, 49 Victoria Sq., Montreal.
- 4119 Geo. A. Slater Ltd., 3125 Ontario St., Montreal.
- 4128 International Supply Co., Montreal.

Fifth Floor

Room No.

- 5125 Armand Bastien, Lorretteville.
- 5124 The Corson Shoe Manufacturing Co. Ltd., Toronto.
- 5122 The Corson Shoe Manufacturing Co. Ltd., Toronto.
- 5121 Dupont & Frere, 301 Aird St., Montreal.
- 5119 Dufresne & Locke, Ltd., 587 Ontario St., Montreal.
- 5116 Gagnon, Lachapelle & Hebert, Montreal.

Program for Canadian Shoe Trade Convention, Retailers' Division, Montreal, Mount Royal Hotel, January 15-17

Tuesday, January 16—Co-operation day

- 9 A.M. Registration Bureaus Open.
- 9.30 A.M. Call to Order.
Address of welcome by Mayor Martin.
President's address.
Reading of Minutes of Convention in 1921.
Report of Committee on Nominations.
Election of Officers.
- 2 P.M. Joint Open Session of the Shoe Trade Associations—devoted to consideration and discussion of Shoe trade problems and constructive suggestions.
Address: "Shoe Trade Problems," Mr. C. F. Rannard, Winnipeg, spokesman for the National Shoe Retailers' Association of Canada.
Discussion, (each speaker limited to 3 minutes and no one to speak more than once).
Address: Mr. Joseph Daoust, Montreal, spokesman for The Shoe Manufacturers' Association of Canada.
Discussion, (limited as above).
Address: Mr. J. A. McLaren, Toronto, spokesman for the Shoe Wholesalers' Association of Canada.
Discussion, (limitations as above).
Address: By spokesman for the National Shoe and Leather Travellers' Association of Canada.
Discussion, (limitations as above).
- 4-6 P.M. This two-hour period will be specially set apart to afford merchants an opportunity to inspect manufacturers' and wholesalers' samples in hotel sample rooms (Metcalf Street wing).
- 7 P.M. Shoe Trade Banquet

January 17, Retailers' Day

- 9.30 A.M. Second Business Session of the National Shoe Retailers' Association of Canada
Call to order
Reports of Secretary, Acting-Secretary and Treasurer
- 10-10.30 A.M. Address, "What the Retail shoe merchant should know about fire insurance"
- 10.30-11 A.M. Address, "Shoe Leathers, their relative merits and how to distinguish them."
Mr. Arthur Bonisteel, Aurora, Ontario,
- 11-11.30 A.M. Address, "Service in a Retail Store," Mr. Hugh Murray, London, Ont.
- 11.30-12 A.M. Address, "Successful stock-keeping," Mr. Louis Adelstein, Montreal.
- 2.30 P.M. Third Business Session of the National Shoe Retailers' Association of Canada
Address "Handling stock and cash in a retail store," Mr. L. Lockett, Kington.
- 2.30-3 P.M. Address, "Shoe Store Publicity," Mr. Albert Lasalle, Montreal.
- 3-3.30 P.M. Address: Mr. Geo. D. Wallace, Halifax, N. S.
4. P.M. Report of Committees on Resolutions
Unfinished business
Adjournment.

How to Save on Railway Fare to the Shoe Trade Convention

The railway companies have granted reduced fares for persons attending the Canadian Shoe Trade Convention in Montreal, January 15, 16, and 17, 1923. The special convention rate is single fare and one-half, plus a certificate validation charge of 25 cents. The saving as compared with a regular round-trip ticket from Toronto, for example, is \$3.50, which a little more than pays for a lower berth one-way. The advantage will be still greater for persons from points further distant from Montreal. The special rate is conditional upon an attendance of 150 or more, holding Standard Convention Certificates or round-trip tickets, but there is no question but that this minimum will be greatly exceeded. The convention rate will be available to persons going to Montreal from January 11 to January 17, inclusive, and returning on or before January 20. Arrangements are being made for an earlier "going date"—for persons from West of Fort William and will be announced in the trade papers.

Persons going to Montreal for this convention should note carefully the special conditions which must be complied with in order to obtain the benefits of the special convention rate. They should purchase ordinary one-way first-class tickets to Montreal and at the same time obtain from the ticket agent a certificate on the Standard Convention Certificate form.

Upon registering at the convention, holders of such certificates must deposit them with the person in charge of the convention registration bureau for validation by the special agent of the transportation lines. Such special agent will be in attendance on January 16 and 17. The 25 cents is to be paid to this agent at the time the certificate is validated by him. Validated certificates then will be exchanged at the ticket office for passage tickets for the return trip upon payment of one-half the one-way ordinary fare.

Persons coming to the convention, whether manufacturers, wholesalers, retailers, travellers or representatives of allied trades are urged to take advantage of the reduced fare under the certificate plan.

Some of the Shoemen Who will Welcome You at the Style Exhibits in the Mount Royal Hotel



T. E. Bennett will greet you at the W. B. Hamilton Shoe Company's sample room.



J. R. Brownlee will be on deck with the latest samples of the Hartt Boot & Shoe Co.



The sample room of Armand Bastien will be in charge of Chas. F. Ross.



Daoust, Lalonde & Co., will be represented by Auguste Bertrand (above), sales manager.



Lyle L. Reed, who, with Mr. Bertrand, will be on the job for Daoust, Lalonde.



Canadian Shoes Ltd., sample room will be under the genial supervision of S. T. Stephens.

Among the Exhibitors at the Mount Royal



C. S. Corson, president of the Corson Shoe Mfg. Co., will be on deck at the convention with four of his sales staff—Messrs. Alain, Jarvis, Lynch and Henderson.



The firm of Nathan Cummings will be represented by its head (above) and three members of the sales staff—Messrs. Fischel (sales manager), Langford and Baker.



Major L. W. Johnston, who has recently joined the staff of the Talbot Shoe Co., will be in charge of the company's sample room at the Mount Royal Hotel.

The Leather Situation

Presidential Address by Kenneth D. Marlatt Before Tanners' Section, Toronto Board of Trade

It is a pleasure to be able to state that the year 1922 has shown a large turnover in leather for our domestic trade. Early in January last there was a decided revival of business in Canada and the United States due to the scarcity of finished goods, especially shoes, but so far as tanners were concerned, this revival of business made an increased demand for hides with advancing prices. The tanner was compelled to contract his leather at figures which were satisfactory at the time the contract was taken, but when replacement occurred, the value of raw materials had increased and leather at no time advanced proportionately with hides.

Hides Advanced as Much as 80%

According to the figures which have been published in the trade papers, hides advanced from a low point fully 80% during the year, while leather did not advance more than about 20%. There has been some decline in the price of certain classes of hides recently due in part to the inferior quality of the late fall and winter take-off, but it will require a far greater decline than has occurred to bring leather values and hide values to a point where a profit can be made by the tanner.

The Canadian market could, but in a minor way, be held responsible for any shortage of the world supply of hides. The market in the United States, however, is quite a different factor. There, an enormous population has to be supplied and con-

trol of the supply of hides is held by a few wealthy concerns who can always influence prices.

Recently the changing hide value was responsible for a feeling in the shoe trade that produced a conservative system of buying, as all remembered the unfortunate condition met by those who were overstocked when prices made the great decline two years ago, and the least lowering of prices makes it difficult to get buyers of leather to purchase more than for immediate needs. In this connection, the point that seems to be overlooked by many buyers when they expect lower leather values because of the present decline in the price of hides, is that apparently this decline was largely brought about because the tanners refrained from buying hides. Needless to say, this condition can only exist for a short time, and when the tanners resume buying, it seems altogether probable that prices in the hide market will again advance—in fact, the latest market reports already indicate an upward turn. Recent purchases have been made at advanced prices.

Stocks in Low Condition

So far as can be learned, the stocks of leather are not large, and the supply can soon become exhausted if, after the first of January, the same conditions obtain that occurred in January of this year, so we can reasonably look forward to a brisk trade after the first of the year. This should be appreciated by the shoe trade, as supplies of some classes of leather were soon absorbed early this year, and it may tax the productive power of tanners to produce in a limited time the quantity of leather required for the coming spring trade.

The export trade to Great Britain and the Continent has been of a disappointing character, due to the unsettled condition of Europe, but with the re-

cent marked improvement in Sterling exchange, tanners are hopeful of the early resumption of this trade especially with Great Britain. A fair trade has been done with different parts of the British Empire and the effort made to secure the preference with New Zealand and Australia it is hoped will be successful, and, from the reports received of the work done by our Finance Minister, Mr. Fielding, and his colleagues in Europe and Mr. Robb in Australia and New Zealand, it is evident that our Government is desirous of assisting manufacturers to secure a permanent trade within the Empire.

Trade Within the Empire

At the beginning of the Great War, the tanners met a number of the Ministers of the Crown in Ottawa and unanimously offered to place their plants at the disposal of the Government to manufacture requirements. While this offer was not accepted, it was appreciated by the British Government who assisted the tanners in obtaining hides and tanning materials from South America direct to Canada by British steamships, when they could not be secured in any other way.

War may come again. We hope not, but, should such an unfortunate event happen, if we have reciprocal trade within the Empire the offer that was declined by the Government at the beginning of the Great War, might, when again made, prove of great value.

We believe this must apply to all Canadian industries and is one strong argument that can be used in favour of trade within the Empire.

As tanners we look forward to a large business in 1923 and hope that the market will be such that a reasonable profit will be the result of our efforts, which, in many classes of leather, has not been in evidence for a long period.

Annual Meeting, Tanners' Section, Toronto Board of Trade

The Tanners' Section of the Board of Trade of the city of Toronto held their annual meeting recently, at which the following officers were elected:

Chairman, C. W. Conway; 1st vice-chairman, L. O. Breithaupt; 2nd vice-chairman, W. G. Parsons; secretary-treasurer, F. G. Morley.

Executive—A. O. Beardmore, A. O. T. Beardmore, J. C. Breithaupt, G. B. Clarke, Hon. E. J. Davis, W. J. Heaven, H. B. Johnston, Theo. King, C. G. Marlatt, K. D. Marlatt, Chas. Robson, C. O. Shaw, John Sinclair, C. W. Tobey, S. R. Wickett.

Legislation Committee—A. O. Beardmore, A. O. T. Beardmore, L. J. Breithaupt, G. B. Clarke, Hon. E. J. Davis, N. D. Clarke, T. A. Craig, W. J. Heaven, H. B. Johnston, C. G. Marlatt, Chas. Robson, C. W. Tobey, S. R. Wickett.

Transportation Committee—S. P. Beale, F. C. Beale, A. O. Beardmore, H. L. Daville, W. J. Heaven, Theo. King, Jas McMillan, W. A. Moore, John Sinclair, S. R. Wickett.

Big Dance at Tetrault's

In the minds of employees of the Tetrault Shoe Manufacturing Co. Ltd., Maisonneuve, one of the most outstanding social functions of the year took place on Saturday evening, December 23rd, when the

third annual ball was staged in the auditorium hall.

There was a company of over 700 people present, who thoroughly enjoyed a complete program of forty dances, every one of them heartily encored. All arrangements in the capable hands of a committee headed by Louis Martin and Alfred Normandin were ably carried out. The dance was directed by P. Le-page.

A waltzing contest for a prize of a twenty dollar gold piece was one of the features of the evening, the winning couple being H. Courval and Miss G. Larotte. Ten couples entered this contest.

Another enjoyable event of the evening was a special moonlight effect obtained at midnight when all the lights were turned out and confetti, streamers and balloons were introduced.

Dainty refreshments were served during the evening, which was voted one of the best affairs of its kind in the history of the organization.

In addition to the company's employees, a number of guests attended by special invitation of the management.



H. E. Wettlaufer, Sales Manager of Chas. A. Ahrens, Ltd., will be in charge of the company's sample room at the Mount Royal Hotel during the convention.

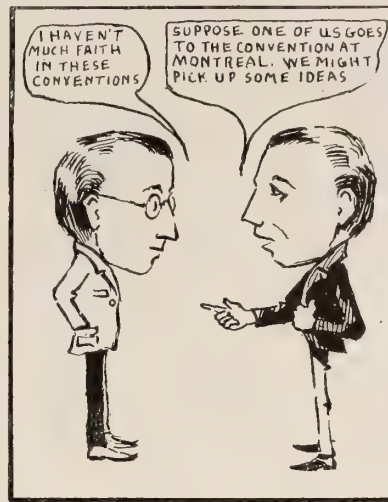
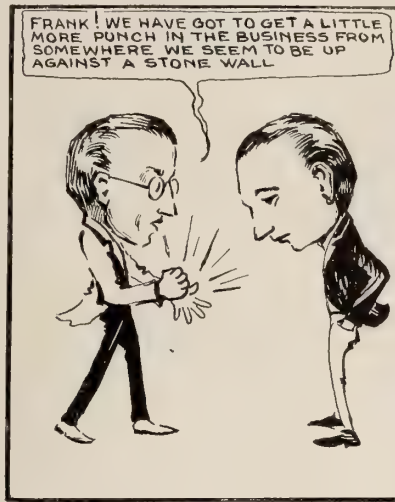
La Maison Girouard, Ltd., Open Montreal Office

La Maison Girouard Ltee., Shoe jobbers, who have been located at St. Hyacinthe P.Q., for a number of years, have recently taken premises at 102 St. Paul, Street West, Montreal where they will make their headquarters from January 1st, 1923.

A Well Done Epitaph

Here lies the dust of Gabriel Trude,
Of whom this town once boasted.
When living he was always stewed,
And now he's being roasted.

Before the Convention —



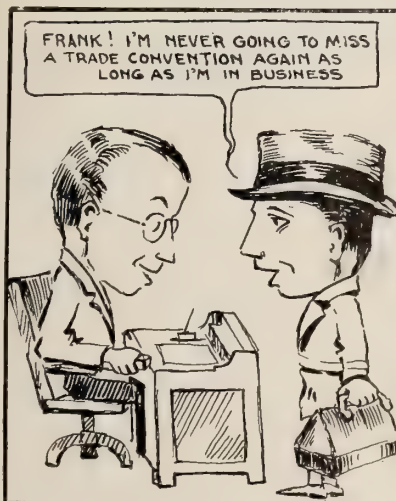
Where do you get your new ideas? Do you lie awake nights and try to worry out solutions to your difficulties? Or do you get out and "swap thoughts" with the other fellows who are up against the same problems as you are?

You'll find the latter method very fruitful of results if you'll give it a trial. Your opportunity is the

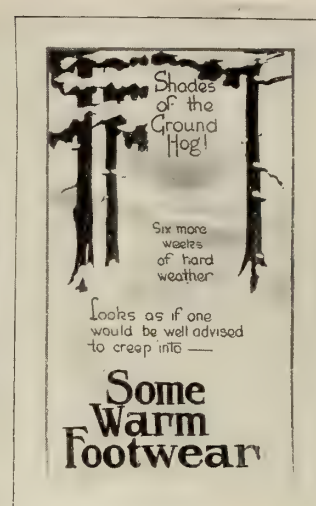
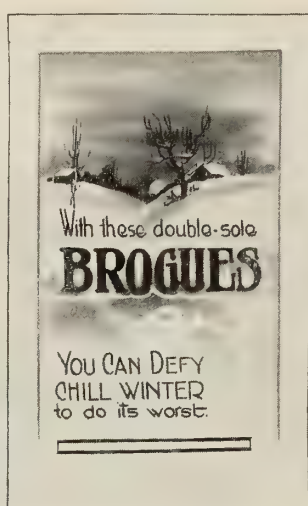
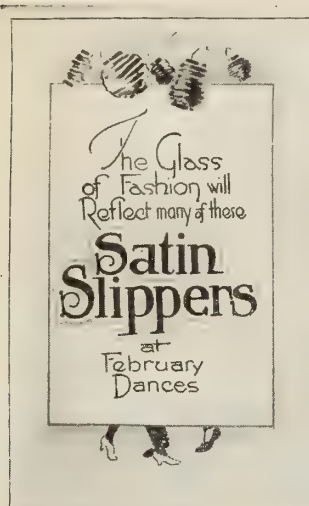
National Shoe Retailers' Association Convention

Mount Royal Hotel, Montreal, Jan. 16 - 17.

—And After



Timely Show Card Suggestions



Economic Problems of the Shoe Retailer

"Taking 100 per cent as the total sales, we find, in 1914 that 64 per cent were boots, while in 1921 boots were only 4 per cent." This statement was made by John Slater, of J. & J. Slater, New York, before the American Statistical Association for the purpose of illustrating the tremendous increase in the importance of the style factor. It's a situation with which every shoe merchant is of course quite familiar, but still it looks a bit startling when stated in cold figures. Mr. Slater was dealing, mainly, with the economic problems of the retailer and pointing out the very great difficulties he was up against due to factors largely beyond his control. Left-overs, he said, were practically inevitable, due to the fact that a merchant must buy a run of sizes and widths in the various styles he expected to sell and these runs of sizes varied in different localities.

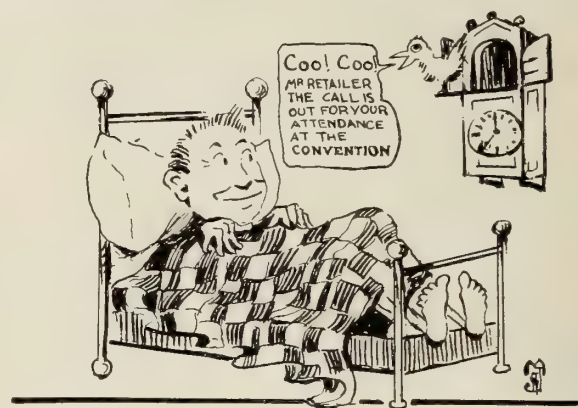
Going on to show how "Style" played havoc with calculations, Mr. Slater stated. "Percentages show that to sell 350, it is necessary to purchase 450 pairs. Think of it—22 per cent left over, tying up money and taking up room. The great number of reduction sales in New York prompted the statement by a man well versed in the shoe business that 25 per cent of the women of this city were wearing shoes purchased at a cost much less than their true cost of production. This is due to 'Style' and 'Style changes.' The shoe merchant is in a worse position in this regard than retailers of other lines because in no other community are there so many sizes and widths and shoes are unalterable and most inelastic.

"Now let us consider the merchant who finds himself in the position where he is obliged to purchase. He determines, first the anticipated sales for his coming period, drawing his conclusions with the aid of (1) a study of general business conditions, (2) style trend, and (3) past seasons' records.

"Before the shoes arrive in the store, many factors are liable to arise that will interfere with their delivery on time, for shoe manufacturing is not easy. For instance, patterns must be made and approved. Leather must be procured, and it is many times not available. Labor must be procured, trained and maintained. These are merely a few of the evils

which the retailer himself cannot control. To properly merchandise one's stock, it is necessary to be able to govern it, and when outside and unforeseen factors enter into it, the problem becomes not only most difficult, but practically impossible.

"The shoe business has two selling seasons—spring and fall. Practically all retailers place their orders in anticipation of these seasons—but it is natural on account of the rapid changes in style to wait for the last moment—and in so doing the manufacturer is literally swamped."



Panther Rubber Co.

The Panther Rubber Company, Limited, Sherbrooke, Que., since introducing "Panco" Soling have been operating day and night to meet the demand for this material, and Panther heels, and are now installing more machinery to give their customers better service.

Mr. W. Herbert will be in charge of Gagnon, Lachapelle & Herbert's sample room (No. 5116) at the Mount Royal Hotel during the convention.

The Newport Shoe Company will have a range of their latest samples on display at the Mount Royal during the convention, under the care of their representative, Mr. Fortin.

Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

Why She Succeeded

She Made Herself "At Home" in Her Department and Treated Her Customers as Guests

A dainty little woman, grey-haired, and somewhere in the forties, applied for a position in a big-city shoe store. The manager looked at her dubiously. He would much prefer a younger woman, although the applicant was as spry and alert as any girl in the establishment. However, he wanted some one to go to work that day—that very hour, in fact—and the little old lady was the only one who had applied.

With many misgivings the manager led her over to the hosiery and findings section, and left her with the woman whose place she was to fill—at least, until a younger woman or a girl could be found for the place.

"Scared" of Her Job

"The old lady must be scared of her job," one of the flappers of the parcel desk said to a companion, as she powdered her nose, and arranged her bobbed hair more to her satisfaction.

"Oh, she's new; that won't last long," her companion replied, as she watched Mrs. James, or the "old lady," as they called her, busily polishing up some shoe buckles and arranging things with much care as if they were the ornaments in her own living room.

The manager was called out of town, and when he returned he found that things had happened in the hosiery and findings section. The stock was rearranged to better advantage so that more of it was under the customer's eye; everything was spick and span and absolutely shining; and the displays in the show cases evidenced the touch of an artistic hand that loved to make things look "just so." He noticed too that women seemed naturally to gravitate toward Mrs. James' department, and he overheard her saying to a customer:

Customers Asked Her Advice—and Valued It

"It really is the most satisfactory shoe for wear around the house that I know of." Then the customer went into the shoe department and stopped on her way back to tell Mrs. James she had bought the shoe.

When they were checking up the stock for sorting later, one of the clerks commented upon the number of shoes of a certain make he had sold for house wear and seemed rather puffed up about it. But the manager wondered if most of the credit did not belong to a certain little woman who boosted for articles in other departments as well as her own.

Then the manager began to watch the findings

clerk more closely, and he soon abandoned the idea of getting any young girl for her place. He noticed that she was reading one day during her rest period, and when he picked up the book later found that she had been studying articles on hosiery. It was not long before she was better informed on the subject than he was himself.

In Love With the Goods

When a new lot of hose or buckles came in, he often left his desk to watch her as the new designs were uncovered. Her eyes sparkled more than ever, and she seemed on tip toe to tell someone how lovely they were. In time she became so efficient that the manager entrusted the buying to her.

"Study your stock and the trade and don't overstock," he advised her one day as he was leaving town for a few days. He was pretty sure a certain salesman would call during his absence.

When the salesman called the next day, Mrs. James had her list ready for him. Such a small order! Only \$150. The salesman was peeved, and al-



An attractive cabinet for the display of leather laces

lowed his temper to flare up as he urged Mrs. James to buy a set of shoe ornaments that she knew she could never sell for the price and keep her conscience clean.

"Put it over, put it over," he said, "You can sell 'em if you use the right line of talk."

"Do you call that good salesmanship?" she asked.

"Sure, it is," he replied confidently.

What is Good Salesmanship?

"Well, I don't. I think good salesmanship is making a pleased customer; one that will come back again," said Mrs. James, with perfect candor. "I

can't sell ornaments like those to my friends, and my customers are my friends; more than that, I have fully made up my mind that I don't want them, and if you should urge me to buy them against my will, I should never want to buy from you again, and that is just the way a customer of mine would feel about it, if I should sell them to her."

But the salesman was thinking only of his commission, and hung around until the manager returned. Then he talked him into buying a \$400 bill, which included the set of ornaments Mrs. James had turned down.

The salesman went away quite pleased with himself. He had unloaded more than twice the order Mrs. James had wanted to give him, and his extra commission would help considerably to make up the deficit from yesterday's pinochle party.

Didn't Bite Twice

Some months later, when he returned, the manager dismissed him without an order. "I still have a lot of that stuff you unloaded on me before," he said. "Of course it was my fault, as I should have never let you sell me something I did not want; but I have charged it all up to experience, and decided that I was not a fit person to buy for that department. I have turned it all over to one of the highest-salaried clerks in this store; but you don't need to see her. You couldn't sell her a bill of good on a bet."

"See that set of ornaments?" said the manager. "You sold that to me, and Mrs. James says she thinks of you every time she sees it, and I am sure when she sees you she will think about the ornaments," he added with a chuckle.

When the salesman left the store, he realized that the "old lady" had spoken the truth when she said:

"Good salesmanship is making a pleased customer."

Featuring Novelty Hosiery

The shoe dealer who purchases a small stock of hosiery and awaits with great expectation a large demand for the goods will surely be disappointed. Hosiery cannot be handled except as a separate department of the business. But that does not mean that there must be an immense stock of hosiery on the shelves before a satisfactory business can be developed.

A merchant in a Western city has made good in the hosiery game by playing up the high-priced, novelty lines. After eight years experience he is of the opinion that this is a special opportunity for the shoe dealer.

It was the experience of this merchant that the department sales slowly developed. At first the sales were made mostly to customers from the shoe departments. This was what was expected. The hosiery departments now stands on its own feet and a larger amount of sales are made to customers who do not buy shoes than to those who do, which shows that the hosiery department draws customers to the store.

He handles the lower-priced lines as well as the novelty lines but he specializes on the novelty end of the business. His display often showed novelty styles alone, not a single pair of staple hosiery being shown.

In the interior displays he says it is better to show

these novelty lines inside the show cases as handling indiscriminately by customers often results in damage to the filmy goods. On the other hand, the staple lines he suggests are best displayed openly where the customer can handle them to her heart's content.

He finds that special sales of hosiery at a time when no shoes are being held brings the department forward as a thing of importance to the store, and therefore to the customer.

Profits the Result of Efficient Management

A year or so ago a city merchant added a hosiery department, "because other shoe merchants were apparently making a success of it." After a year's experience he came to the conclusion that he could not make it pay. Instead of throwing out the line he found a young man who would be willing to lease the department on a percentage of sales basis. As the department was located where it did not interfere with the rest of the business, and a considerable amount was tied up in the stock and fixtures, the latter of which would have to be scrapped and the former sold at a considerable loss, the leasing of the department was the best solution of the affair. The young man who leased it took over the stock and paid for it as sales developed.

That the business had not been properly handled the merchant soon found out, much to his surprise, as he thought it was being managed in the best way possible. The first week under the management of the man who knew hosiery produced sales amounting to as much as the sales during the preceding four months.

The merchant has decided that if he ever again goes into a line of business that he does not understand he will hire someone to manage it who does know the business.

The figures for a city store handling hosiery given to the writer are as follows: Average inventory, \$1,291; Gross profit, or Mark-up, \$1,846; Net profit, \$539. Sales amounted to \$6,500 in round numbers.

This store also sold findings amounting in volume to \$2,866, with an average inventory of \$1,487; Gross profit, \$1,247; Net profit, \$631.

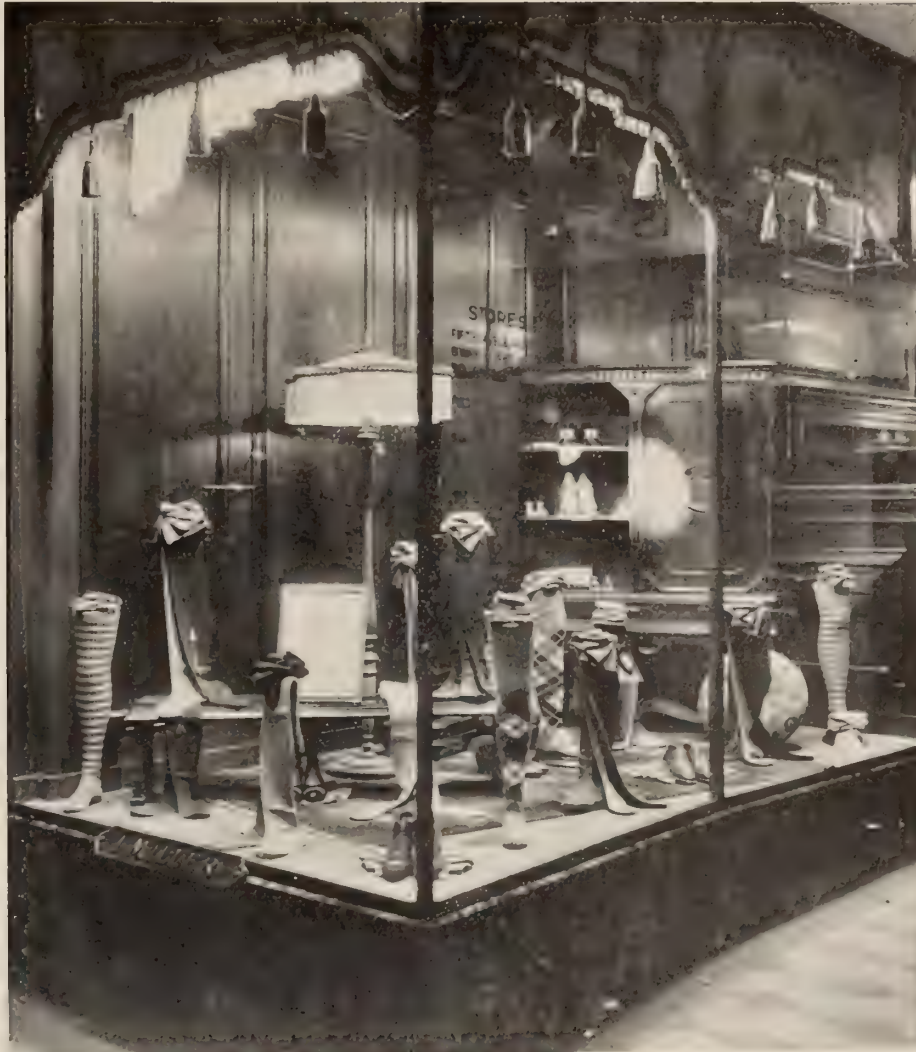
This was business that was gone after just as much as the shoe business of the same establishment. It pays to handle findings and hosiery in the right way.

A New Line of Shoe Colors

A new line of shoe colors has recently been placed on the market in which the trade will be interested. These are known as Venetian Shoe Colors and, according to the claims of the manufacturers, have many qualities that will appeal strongly to the consuming public, particularly, of course, the women's trade. They state that they can be used satisfactorily on any material—kid, satin, suede or leather—to produce any desired shade. The Venetian Shoe Colors are not in the nature of dyes, but are surface colors, permitting one color to be applied over another. They are easy to use, and the retailer, or repairer, can either sell the colors direct to the customer, to apply at home, or do the coloring in the store.

This line is made in Canada and is now being handled by Shoe Store Specialties, Ltd., Toronto.

High-grade Hosiery Adds Distinction to the Shoe Store Window



Reproduced by courtesy of "Underwear and Hosiery Review"

An effective showing of women's wool stockings by I. Miller, New York. A well-arranged hosiery trim has high attention-getting value and lends the variety which is often difficult to obtain when using footwear exclusively.

Window Card Suggestions for Repair Men

YES!

If you leave
your shoes
with us we
shall put on

**Just the weight
of sole required**

Any work you
entrust to us
will be done—

**Skillfully
Neatly
Honestly
and
On Time**

One Reason

why customers
always return to
this shop is be-
cause we use
only

The Best Leather
that
Can be Bought

If it's

Quality

You want
you've come
to the right shop

"Down at Heels?"

—
Can you afford to
have the old re-
proach applied to
you?

THE biggest
satisfaction
we get out of
life is in

**Satisfying
Customers**

SURE!

We can double
the life of the
heaviest hiking
boot you ever
wore.

Give us also mi-
lady's daintiest
pump and we'll
do repairs to it
as neat as her
own needlework

Why not
preserve the

"Style"

of your shoes by
having them
repaired
right
NOW?

**Beauty
Specialists
in Footwear**

□

***Shoes always leave
this shop looking
more youthful than
when they arrived***

St. Catharines Shoe Repairers Elect Officers

A large and enthusiastic meeting of the St. Catharines Shoe Repairers' Association was held on Dec. 14. Many matters pertaining to the welfare of the association were discussed and the members feel that the outlook for the coming year is very bright. One important question upon which a decision was reached was in regard to the weekly half day. It was decided to close every Wednesday in the year at 12.30 p.m.

The election of officers was held, and the following is the resulting slate for the year 1923:

Past-president, Wm. Inglis; President, Wm. McCause; Vice-president, Alf. Hill; Secretary-treasurer, Walter Legg; Inter-guard, F. T. Pople; Outer-guard, J. Williams; Auditors, J. L. Slanika, J. Lovett; Trustees, Wm. Legg, Senior, F. T. Pople, A. Newman; Managing Committee, J. Lovett, A. Newman, J. Williams, R. O'Reilly and J. L. Slanika.

The installation of officers was carried out by Mr. Wm. Legg, Sr., the first president of the association, and one of the veterans of the shoe repair trade in Ontario.

Mr. Legg reached his 85th birthday on Dec. 9, and is still hale and hearty.

Letter to the Editor

Editor, Footwear in Canada:

Dear Sir:

In answer to Mr. W. Stevens' letter referring to my previous communication, I am sorry I cannot answer him personally as he desires. He seems to think there is a misunderstanding on my part with regard to prices. I fully understood the meaning of the letter from the Federation, and if any man wishes to look up what I said, he will see that I did not wish to convey the idea that the association was laying undue emphasis on prices. The address of Albert J. Ehlers, of the National Shoe Finders' Association, as published in your December issue, coincides closely with my own idea on the trade, which I wished to bring out in my first letter. He says, in part, "it has been said that the shoe repairer is so important in this industry that upon his success depends the success of the entire industry—it is evident that the first thing to do is to educate the shoe repairer to turn out the best service possible, to clean up his shop so as to better attract the public, to send his work back to the customer looking as near like a new pair of shoes as he can, in fact, to so satisfy his customers in workmanship and appearance as to cause them to seek his services under all conditions."

Other Matters More Important Than "Price"

Now this is exactly my own thought on the matter. I think Mr. Ehlers must be a mind reader, for in his address he has accurately expressed the views of many of us. If repairers will attend to this end of it, I think prices will take care of themselves, according to cost of material, workmanship, etc. In my own experience, so far as I have read reports and attended any meetings of associations, the main topic seemed to run around prices, while in spite of the difference in conditions and in men, no consideration was given to the other little things that crop up and which are more vital to the well-being of the trade.

We need, of course, to get together for our common good, to elevate the trade to the status it ought to occupy in the public estimate. But to continue to

talk about prices and make them a standard all over, as some wish, I think is an absurd idea. The spirit of my first letter was to show what I have done personally, and I still maintain that a man can, and does, get his price in spite of price-cutters and night-workers. What I have done can be done by any man if he will try to help lift himself out of the rut. Individual accomplishments sometimes do more to educate the other fellow than all your organizations ever will. Co-operation with the trade journals and affiliated trades will help lift us up, rather than to argue about prices, which have been the main bone of contention all along, in spite of what Mr. Stevens says to the contrary.

Best wishes and a Prosperous New Year to all. Let us admit our mistakes and misunderstandings of the past and pull together as we have never done before to make our industry worth while.

Yours truly,

(signed) Arthur Jackson.

Handling Buckles in Repair Department

A U. S. contemporary is urging very strongly that the shoe repairer is the logical man to handle buckles and shoe ornaments, pointing out that he is equipped to put them on and take them off. The idea has some merit, but it could not be effectively applied except in a well-furnished, modern establishment. Fancy buckles would appear altogether out of place in the shabby and dingy shops which are all too common in the trade. They would have to be displayed in attractive glass show cases and the surroundings would need to be entirely in keeping.

Possibly the introduction of a high-class side line of this kind would be of real benefit to the shoe repair business, not only as a profit-maker in itself, but also because it would tend to produce cleaner and more attractive premises.

Gutta Percha Rubber, Ltd., Form Atlantic Division

Gutta Percha & Rubber, Limited, who have been doing an extensive business in the Maritime Provinces for the past forty years in their various products, namely,—rubber belting, rubber hose, packing, automobile tires and tubes, and rubber footwear,—and who have had a branch at Halifax, N.S., for some years, have decided to make a separate selling division of the Maritime Provinces. This new division will be known as the Atlantic Division, and the headquarters of it will be in St. John, N. B. The new Branch will be opened on January 2, 1923, at 64 Prince William Street, the premises lately occupied by Waterbury & Rising, Limited, where a full stock of mechanical rubber goods, tires and sundries, as well as rubber footwear, will be carried. Mr. A. E. Doig, who has been with the company some eighteen years, and who is a native of St. John, N. B., will have charge of this division, with headquarters at St. John. The Halifax Branch will be maintained as at present, but will now be under the jurisdiction of the manager of the Atlantic Division, Mr. Doig.

Shoes which have been worn in wet weather and become stiff and hard can be softened by rubbing neatsfoot oil into the leather. This does not waterproof them, however.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

The trade will learn with regret of the death of Geo. S. May, the well-known leather man, head of the firm of Geo. May & Sons, Ottawa. His death occurred with startling suddenness, while he was engaged in a curling match. The late Mr. May was not only well and favorably known in the industry, but his activities extended into the political field, in which he attained some prominence, having formerly been a member of the Ontario Legislature.

A. Dutka, shoe repairer, Norquay, Sask., has discontinued business.

The assets of the Home Shoe Co., Montreal, are reported sold.

Betrand & Thibault, Quebec City, suffered a loss by fire last month.

A. E. Terrill, Haileybury, Ont., has opened a shoe store. The Craft Footwear Co., Montreal, has been registered. European Shoe Repairing Shop, Montreal, registered. J. C. Hemond and A. E. Paterson have registered under the firm name of Hemond & Paterson, Montreal, to operate in the leather business.

The partnership of the Korrekt Shoe Repairers, Moose Jaw, Sask., has been dissolved.

Gross Hy. Footwear, Montreal, registered.

House Menno, shoe merchant, of Bridgeburg, Ont., passed away some weeks ago.

Clifton H. Murcheson, Toronto, has registered the New Method Repair Shop.

Another youthful concern has just set out upon a career in the shoe manufacturing business in Galt, Ont. The captain of the enterprise is Mr. F. J. Lashbrook, well-known shoe salesman, who at one time represented Getty & Scott, and latterly was with Galt shoe. Mr. Lashbrook has gone into the shoemaking game with his two sons. They have taken over a plant on Water Street, North, formerly occupied by J. & J. Clark, which suffices for their needs at the outset. Their operations will be on a limited scale at the outset, but M. Lashbrook has a fund of experience to draw upon and a wide connection in the trade, and he is very optimistic with regard to the prospects for the development of business.

W. B. Fryer is severing his connection with Scott-McHale, and A. A. Orendorff replaces him in the representation of this firm in the Toronto and Western Ontario territory.

W. G. Fallen has recently returned from a trip to the Western Provinces and British Columbia in the interests of the Defender Shoe Co.

Mr. Howard Blachford, Secretary of the National Shoe Retailers' Association of Canada, has been invited to speak at the convention of the National Shoe Retailers' Association of the United States, in Chicago, as representing the Canadian retail trade.

W. A. Lane, of Kitchener, Ont., has added to his staff by the appointment of P. J. Farrell as his firm's representative to cover Ontario on the findings end of the business. Mr. Lane is carrying a complete line of upper leather and findings. He is looking after the leather sales personally, with the assistance of a young man will work with him on the local territory.

The firm of Reilly & Reilly, Welland, Ont., is being dissolved.

A. A. Orendorff, who formerly covered Western Ontario for the Talbot Shoe Company, has resigned, and his place

is being taken by Major L. W. Johnston, who has been travelling from Kingston East, covering Ottawa, Montreal and the Maritime Provinces.

R. W. Sewell, of Owen Sound, Ont., who is well-known in the trade, has recently purchased the shoe business formerly operated by Assid Simon in that city. The store is equipped for repair work.

E. Vinnick, who has been carrying on a retail business in footwear and men's furnishings in Owen Sound, is now changing his place of business to Chesley, Ont., where he will continue to carry the same lines, under the firm name of P. R. Vinnick.

The incorporation of Francis & Dane, Limited, Hamilton, Ont., is reported in the Ontario Gazette. The firm has a capital stock of \$200,000, and is authorized to manufacture and deal in footwear.

Powell-Kelly, Ltd., who were formerly located at 225 Yonge St., Toronto, are shortly moving into new quarters in the Eaton Block. There is probably a larger passing crowd in this vicinity than in any other part of down-town Toronto. Powell-Kelly also operate a successful store in the west end of the city.

W. G. Sutherland, manager, Amherst Central Shoe Co., Regina, Sask., reports that business has been steadily improving, and for the month of December has shown a de-



L. O. Breithaupt, one of the most popular and prominent of the younger generation of Canadian leather men, has demonstrated his popularity in his own home city, Kitchener, Ont., in the recent civic elections, when he was elected Mayor by a large majority.

cided upward tendency. He anticipates good sorting business for the spring trade.

J. Robitaille, formerly with the Fit-Rite Shoe in Toronto, is now in Montreal taking a course in chiropody with Dr. A. D. Bergeron.

Hy. Gross, formerly traveller in Western Canada for the Eagle Shoe Co., has gone into the retail shoe business at 187 St. Catherine St., West, Montreal, catering to the better class trade. He has a new and well-equipped store.

E. & D. Shanahan, who are well-known to the Penetang



HANNAHSONS

STYLISH SATINS AT LOW PRICES



\$3.15

F 840 Black Satin Colonial Brocade Quarter, Imitation Turn, 14-8 Spanish Heel, Widths B to D, code "Avis". **\$3.15**
 F 848 Same as above except Genuine Turn, Widths A to D, Code "Bunny" **\$3.85**



\$3.25

F 805 White Satin Brocade One Strap Pump, leather lined, 14-8 Louis Heel, widths B to D, code "Vera" **\$3.25**
 F 800 White Satin One Strap Pump, leather lined, 14-8 Louis Heel, widths B to D, code "Helen" **\$3.15**



\$3.10

F 882 Black Satin Brocade Quarter 5 Eyelet Lace Oxford, 15-8 Jr. Louis Heel, imitation turn, widths B to D, code "Diana" **\$3.10**
 F 884 Same as above except 12-8 Cuban Heel, code "Pomona" **\$3.10**



\$2.15

F 790 Black Satin One Strap, Orchid lined, 14-8 Louis Heel, widths B to D, code "Adra" **\$2.15**
 F 791 As above except with 12-8 Cuban Heel **\$2.15**

Better Satin Shoes

HANNAHSONS makes fabric shoes only—Satin and Canvas. This specialization means better shoes at lower prices.

HANNAHSONS uses high grade Satin—backed in their own factory. Proper backing means longer service.

HANNAHSONS fabric shoes are designed and manufactured by experts. They are acknowledged the best fitting shoes in the grade.

In the face of rising costs HANNAHSONS prices remain at the same low level.

The best test of any shoe is—will it sell? By this rule thousands of keen shoe merchants agree HANNAHSONS are rapid sellers—they have proved it by increasing our sales over 200% in the last five months.

Size in as you size out on HANNAHSONS Satins and secure a maximum turnover with a minimum investment.

Hannahsons Shoe Co.
Haverhill, Mass.
U.S.A.



\$3.35

788 Black Satin One Strap, 16-8 Full Louis Heel, leather lined, widths A to D, code "Madge" **\$3.35**
 783 Same except 14-8 Full Louis Heel **\$3.35**



\$3.75

F 778 Black Satin Colonial Strap, leather lined, 16-8 Full Louis Heel, Genuine Turn, widths A to D, code "Iris" **\$3.75**
 F 887 Same as above except 14-8 Full Breasted Spanish Heel, widths A to D, code "Class" **\$3.75**



\$3.10

786 Black Satin Wide One Strap, 9-8 Flapper Heel, rhinestone button, genuine turn, leather lined, widths B to D, code "Clover" **\$3.10**
 776 As above except imitation turn **\$2.75**



\$3.85

720 Black Satin Fan Flare Tongue, Metal Ornament genuine turn, 16-8 Full Louis Heel, widths A to D, code "Pan" **\$3.85**
 730 Same as above except 14-8 Jr. Full Louis Heel, code "Pat" **\$3.85**

Samples are now on display at 518 New Birks Bldg., Montreal, P.Q., in charge of Mr. A. E. Cloutier. Let us send you the HANNAHSONS NEWS—containing valuable sales information.



IN-STOCK—IN STYLE



residents, have recently opened a new retail shoe store in that town. The premises are handsome and have fine windows.

H. Kätz has recently purchased the interests of S. Cooper, of the Main Store in the town of Tottenham, carrying footwear, dry goods and men's and women's furnishings.

It is reported that J. W. Hewetson Co. Ltd., Brampton, Ont., contemplate an addition to their plant.

Bert R. Grosskurth has recently been appointed Western Ontario representative for the Tred-Rite Shoe Co.

Frank R. Williams, of the Tred-Rite Shoe Co., has recently returned from a successful trip in the West.

J. Haskett, who formerly held the position of inspector of, and instructor for, the shoemaking department of the S.C.R. of the Dominion Government, has now opened an up-to-the-minute, made-to-order shoe shop in the Jackson Building, Slater Street, Ottawa. Mr. Haskett makes a specialty of orthopedic work and high-quality repairs.

F. Solomon, 1711 Eleventh Ave., Regina, Sask., has opened a store in a new block and will carry a full range of footwear.

The Tillsonburg Shoe Company, Tillsonburg, Ont., have purchased a strip of land adjoining their factory, 45 x 200 feet, on which they contemplate erecting a new administrative building and also a large warehouse and shipping room.

C. F. Rannard, president and managing director of the Rannard Shoe Limited, Winnipeg, is attending the Chicago Footwear Style Show to be held in Chicago, January 6th to 11th inclusive and will go on from there to Montreal and Toronto, and possibly Boston and New York.

C. F. Rannard, president and managing director of the Rannard Shoe Limited, Winnipeg, is making arrangements



Fred Ahrens, of Chas. A. Ahrens, Ltd., Kitchener, was elected alderman in the recent civic elections in that city. Another successful aldermanic candidate was A. A. Ambrust, of the Lady Belle Shoe Co.

to visit the Montreal Convention. He has accepted an invitation to take part in the programme.

Mr. G. A. Maybee, of Maybee's Ltd., wholesale boots and shoes, and mens' furnishings, trunks and bags, Moose Jaw, Sask., made a buying trip east recently covering a period of about three or four weeks. Mr. Maybee reported that business was exceptionally good, as also were collections.

E. White, a well-known shoeman, has recently purchased

a retail shoe store and repair shop from F. T. Bethley at Orangeville, Ont., and is enjoying good business.

Samuel McNeilly has opened a retail shoe store and repair shop at Shelburne, Ont., and reports good business.

J. Koeing, well known retail shoe merchant, Hanover, Ont., who has been in business in that town for the past twenty-five years, has recently opened a new and very fine retail shoe store, and is now operating this store with a full stock of everything in footwear.

Messrs. Kennedy & Burton, well-known retail merchant, Tara, Ont., has recently purchased the business of a retail boot and shoe and dry goods store from D. D. Wark of that town, and is now operating a well stocked store with shoe repair business in rear of the business.

Geo. Freeman, a well-known retail merchant, has recently opened a new shoe store at Mount Forest, Ont. A feature of this store is its fine window, for a good display; everything known in footwear can be had at this store, which is well stocked.

Windsor, Ont., Correspondence

Our Windsor correspondent in this month's letter reports some interesting comments on the rubber situation. Some merchants evidently think they have reason for complaint. The rubber footwear manufacturers no doubt have something to say on their side of the question, but in any case we think they will be pleased to have the retail viewpoint, which is presented in the hope that it may help to avoid similar difficulties in future seasons. Our Windsor correspondent writes:—

Windsor Whisperings

Holiday business took on its old-time activities in Windsor owing to the heavy fall of snow which was general throughout the country.

Merchants were unfortunately short on rubber lines, and especially on goloshes. One merchant, who had in stock and had received since the snowfall about 900 pairs, states that he could have sold many hundreds of pairs more. In fact he was loud in his complaint against the rubber companies for not stocking more of them, claiming that he had stocked for his retail business more pairs than the Rubber Companies had for the wholesale trade for the entire London district. He also stated that he heard the London merchants refused to stock them at all, but when the snow came went down and cleared out the stocks in the warehouses. If these are facts, instead of hearsay, it would look as if the Rubber Companies were not playing the game but playing safe.

Short on Goloshes

All the merchants, indeed, claim that they could have sold hundreds more pairs of goloshes could they have re-ordered and received stocks before the snow melted.

Slipper stocks went well as a larger demand than for two years developed, probably due as much to the seasonable Christmas weather as to any one thing. Customers spent their money more freely and the Christmas spirit was more apparent this year than last.

The stores and windows were well decorated for the Christmas holidays. In the windows of George H. Wilkinson, Christmas trees hung with gaily colored slippers, skates and sporting goods, (which this firm also handles), made all the kiddies stop and gape in wonder—holding fast to mother's hand all the while, forcing her to look also.

The interior was nicely decorated, the mezzanine balcony was hung with red and Christmas wreaths and roping festooned from point to point.

Very attractive window displays were also featured by Brown Bros., and by Dickinson's

To facilitate the rush for slippers and other Christmas

Mid-Winter Sorting Service

THE value of a sorting service such as J. A. McLaren Co. offers, is particularly appreciated at this time of the year. Stocks are pretty well broken up following the Christmas season and the merchant is in danger of losing many a sale if his lines are incomplete. Furthermore, the introduction of new goods embodying a little "different" style features often gives the added impetus that

speeds up business during the mid-winter months. J. A. McLaren Co. Ltd., have both the goods and the facilities for getting them to you when you need them. Mark your order "rush" and it will be filled the same day it is received.

Check over the following list and make up your order now.

For Immediate Delivery

Hockey Boots; Men's Fine Leather Slippers; Moose, Buck and Horsehide Moccasins; Sheepskin Moccasins, wool lined with and without leather soles; Lumbermen's Knit and Felt Socks; Oil Tan Packs; Men's and Women's Overgaiters; "INDEPENDENT" Rubber Co.'s Brands of Rubber Footwear—"KANTKRACK," "ROYAL," "DAINTY MODE," "VERIBEST," "DREADNAUGHT;" English Slippers in Felt, Velvet and Arctic Cloth; "Superior" brand Canadian-made heavy felts. Women's Light Felt Slippers in all colors; in "Juliet" and "Kozy" styles; fur and ribbon trimmed, with leather and "Kumfy" soles; high and low cut patterns.

For Spring Placing

Insure your future business by choosing from our "IMPERIAL" brand shoes—the nationally known footwear. Do not miss seeing our newest attractions in Women's Strap Shoes and Oxfords, in patent leather and brown and black calf and kid.

You will want these lines early and our salesmen are now showing them. If one has not called on you drop us a card and we will arrange for you to see our lines.

In "MAPLE LEAF" brand of heavy and medium weight Work Shoes for Men and Boys we have the usual up-to-date and desirable lines that will give satisfaction and which carry a guarantee with them. Our "LITTLE CANADIAN" Shoes for Little Boys and Girls are attractive and good wearers at moderate prices. These are easy sellers and bring you a good profit.

The House

J. A. McLAREN
Company, Limited
 Wholesale
 Shoe
 Distributors
TORONTO
ONT.

of Service

goods, such as leggings, spats, etc., and rubbers, Brown Brothers have devised a tray that fits into the shelving at the proper height without loss of much carton room on the shelves. When all are installed these have the effect of a ledge down the full extent of the shelving. These trays form compartments in which sizes or single-priced lines may be segregated for quick handling. The trays are also used during clearance sale times for holding special bargain lots. They are stored in the basement when not in use.

George Cronk reports a heavy trade on rubber goods with the usual shortage of goloshes. His slipper stock was unusually large and varied so that his customers had a very large choice and sales were large.

Taken all in all the snowfall came to the aid of the Border Cities' shoe dealers at a time when it was needed to revive trade, which was none too good, probably due to the unseasonable fine weather.

The usual exchange business was done after Christmas, the shoe dealers satisfying all comers with refunds when a merchandise exchange could not be made to the entire satisfaction of the customer. The merchants find that this is annoying sometimes, but agree that it is due the customer, and after all does not amount to a very large percentage of the sales. Customers that are satisfied in this way come back again to purchase, whereas, if they were forced to take something they did not care for they might not return at all.

Prospects for spring are apparently good, although it is rather early to make predictions in detail. The labor condition in the Border Cities is in satisfactory shape. Building is going on apace, several millions are to be spent at once in Ford for new factory buildings to take care of the increased production planned by the Ford Motor Company. Unless things take a turn for the worse business for Spring should be more satisfactory than for several years.

Chatter from Chatham, Ont.

A foot of snow in the middle of December gave the shoe business the impetus needed to make the Christmas season complete. After waiting all fall for seasonable weather it came with the advent of Old Santa himself. Sales in leather goods had not been any too good up to this date, but sales of rubber footwear were conspicuous for their absence. The heavy snowfall made rubber lines lively, while the sales in leather lines suffered to some extent in consequence.

The demand for goloshes and Russian boot styles was so unprecedented that the dealers were taken unawares—and unprepared. Stocks of these lines melted before the onslaught of demand. Shoe dealers began burning up the wires in an endeavor to secure stocks they should have ordered months ago, only to find that the manufacturers had been no more forehanded than they.

They all Wanted the old Four-Buckle

Some dealers feared to stock goloshes in quantities for fear some one of the new Russian boot styles might receive particular favor and oust them from the popular place they occupy in the public mind. While there were plenty of these

novelties sold the public mind generally turned towards the old standby, the four-buckle golosh, with the three-buckle a good substitute where stocks of them could not be found.

One dealer declared that he believed he could have sold 500 pairs more goloshes if he had been able to secure them—and other merchants believe the same thing, but all know that customers ran from one to another in an effort to get what was wanted. Therefore, there is not likely to be a scramble now for stocks, although reorders for moderate quantities have been given.

Chatham shoe dealers report the best Christmas business for some years. December, although only moderately busy early in the month, pulled up during the nine days of selling preceding the holiday, and turned out to be a better December than the same month last year, or in 1920.

Good Slipper Demand

Slipper stocks have been largely depleted. One dealer declared that his Christmas slipper stock had been put upon a more favorable basis by steady selling than it had been in for years back. He said: "We'll be able to go into the market next year with complete orders for stocks, a thing we have been unable to do for a long time. It was only by taking the bull by the horns and marking our stocks at replacement values that we have secured this favorable reduction of stocks. Slippers—odds and ends of course, but still slippers that are saleable every Christmas—that cost us as high as \$1.65 were sold at 98 cents. We were glad to clean up for the sake of next season's trade, anyway."

The trade in slippers was done generally in felt lines because of the higher prices on leather goods. Yet in most stores a fair amount of this trade was done, although there was some grumbling on the part of customers when the prices were mentioned.

Spats Sold Well

Spats sold in large quantities where merchants had stocked them. This sale is attributed to the scarcity of goloshes, and might not have developed had not the shortage of rubber goods arisen. But every woman does not wish to wear goloshes, and the spat serves her purpose.

Merchants report stocks as much lower than in former years. Many will take inventory in January and February and expect to find stocks much lower than a year ago, and a great deal lower than the year preceding that. Buying has not been heavy for spring. In fact one dealer stated that he had held off entirely with his spring buying. He said:

Holding Back Orders

"We have shoes enough to meet all demands for the coming three months. Why should I buy early? I will wait until I am sure that the novelties I need for Easter and spring are the 'last word.' If I had bought in November I am sure the lines I would get would not be the latest, because manufacturers usually bring out 'something new' just at the end of the season, and that is what I need to put my stock in good shape. I've got enough staples, and I've got enough lines that are just near-styles. When I get my spring lines I want the latest—and that means the last word in style."

For Sale

Canadian patent rights of Counterbalance Rubber Heel positively the most logical heel invented by a shoemaker of 25 years experience. Full particulars and samples upon request. Counterbalance Rubber Heel Co., 53 East Avenue, Elyria, Ohio, U.S.A. 12-1

Wanted

Shoe traveller wanted—for New Brunswick on commission basis. Manufacturers and Wholesalers. W. B. Hamilton Shoe Co., Toronto. 1

WANTED POSITION—as shoe clerk, a good reliable man, 18 years experience, good window trimmer and shoe fitter. Address Stanley Robinson, Box 112, Gananoque, Ont. 1

AT THE HUB



"G P"

Rubbers

*Are In Demand These Days of
Snow - Slush - Sleet*

This is the season for rubbers. Your customers are seeking protection from snow, sleet, slush and slippery sidewalks. They need rubbers.

When they come to get them, will you be prepared? Is your stock of "G P" Rubbers complete in styles and sizes? This is the line they want.

Sell them "G P" Rubbers to gain good-will and hold the future business of your customers. It pays.

Manufactured Exclusively By

**Gutta Percha & Rubber,
LIMITED**

Head Offices and Factories, Toronto
Branches from Coast to Coast



What Will Be Your Policy in 1923?

Lessons learned during the past year will prove valuable to us all. The necessity of more complete service was never more evident. Your business can be increased by supplementing your shoe service with an attractive hosiery department.

"MARVEL" Pyramid Heel HOSIERY

This famous line of hosiery will add distinction to your store, bring to you the best class of trade and increase your profits appreciably.

"Marvel" Pyramid Heel Hosiery is the choice of discriminating women everywhere and comes in a range that will satisfy all.

Get our prices.

Perrin-Kayser Company, Ltd.
Sommer Bldg.
Montreal, P. Q.

There is a growing demand for British-made Footwear

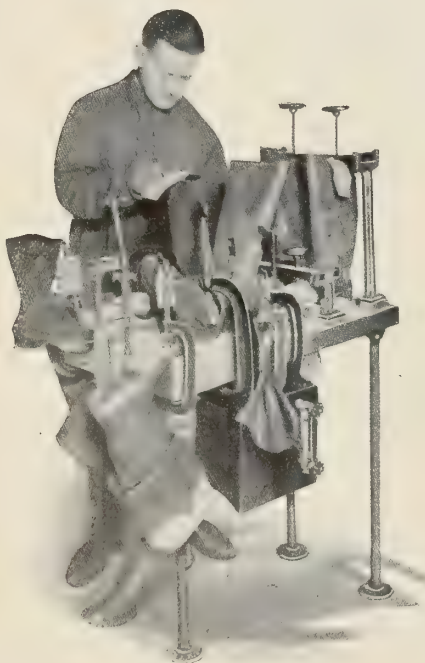
PRESTIGE has a remarkable selling value and the prestige attained by British-made footwear can help you in selling "Footgloves."

These flexible-soled walking shoes for women are known throughout England for their smartness, comfort and exceptional wear. It will not be long before the well dressed women in Canada will also be asking for them, in keeping with the growing demand already apparent for British-made footwear.

Why not be the one in your town to profit from this demand?



John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
ENGLAND



A Machine that Doubles Your Profits

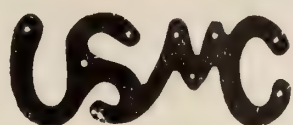
Increased profits at little increased expense.

This Rubber Boot and Shoe Vulcanizing Equipment should be in every shoe shop in Canada. It works while you repair leather work. Mends damaged parts and puts on rubber soles and heels like new. Doubles your income, with the large amount of work of this kind to be done. Handled exclusively by us. Easy terms or net cash plan.

UNIVERSAL SHOE MACHINERY LIMITED

128 Queen St.

Montreal



REPRESENTATIVES

WILL BE IN ATTENDANCE THROUGHOUT THE

CONVENTION

OF THE ALLIED SHOE TRADES

AT THE

NEW MOUNT ROYAL HOTEL

MONTREAL

TO MEET AND WELCOME VISITING DELEGATES

Convention Delegates wishing to use this opportunity to visit and inspect our plant under working conditions should get in touch with our representatives who will make all arrangements and attend to details

A Cordial Reception is Assured

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

TORONTO

90 Adelaide Street W.

KITCHENER

88 Ontario Street S.

QUEBEC

28 Demers Street

A.L. GAMBA 46 Dean Street,
London W1 & Milan

Agent for Canada:—

A. J. Machin
237 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoe,
Ox. London"

Gamba's
Famous Milan Toe Ballet Shoes

FOR OVER 20 YEARS
Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.
The position of Toe Dancing in England today
is Testimony to their Excellence

To Jobbers Only

There is one line you cannot afford
to over look and that is

"La Duchesse"

We have attractive lines in Womens',
Misses', and Children's Goodyear
Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

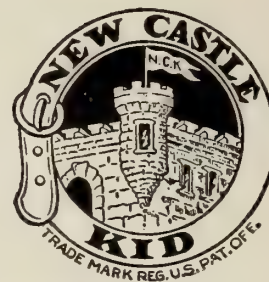
"La Duchesse" Shoe Co.

Registered
MONTREAL

Our Montreal Office

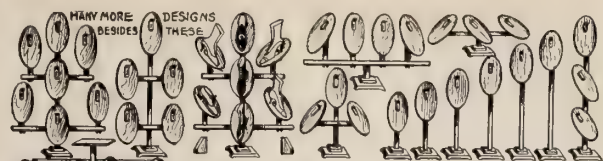
is located at

335 Craig St. West



Visitors to the Canadian Shoe Trades Convention January 15 - 16 -
17 will find a hearty welcome and much to interest them at our
Canadian Branch. Large stocks of the famous New Castle Kid
in fancy colors, white, black, glazed or mat are carried in stock in
addition to calf, splits, Indias, heavy leathers, skivers and cabrettas.
May we look for you?

New Castle Leather Company Inc., New York
Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.



Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada
The Oscar Onken Co. 5951 4th St. Cincinnati, O.

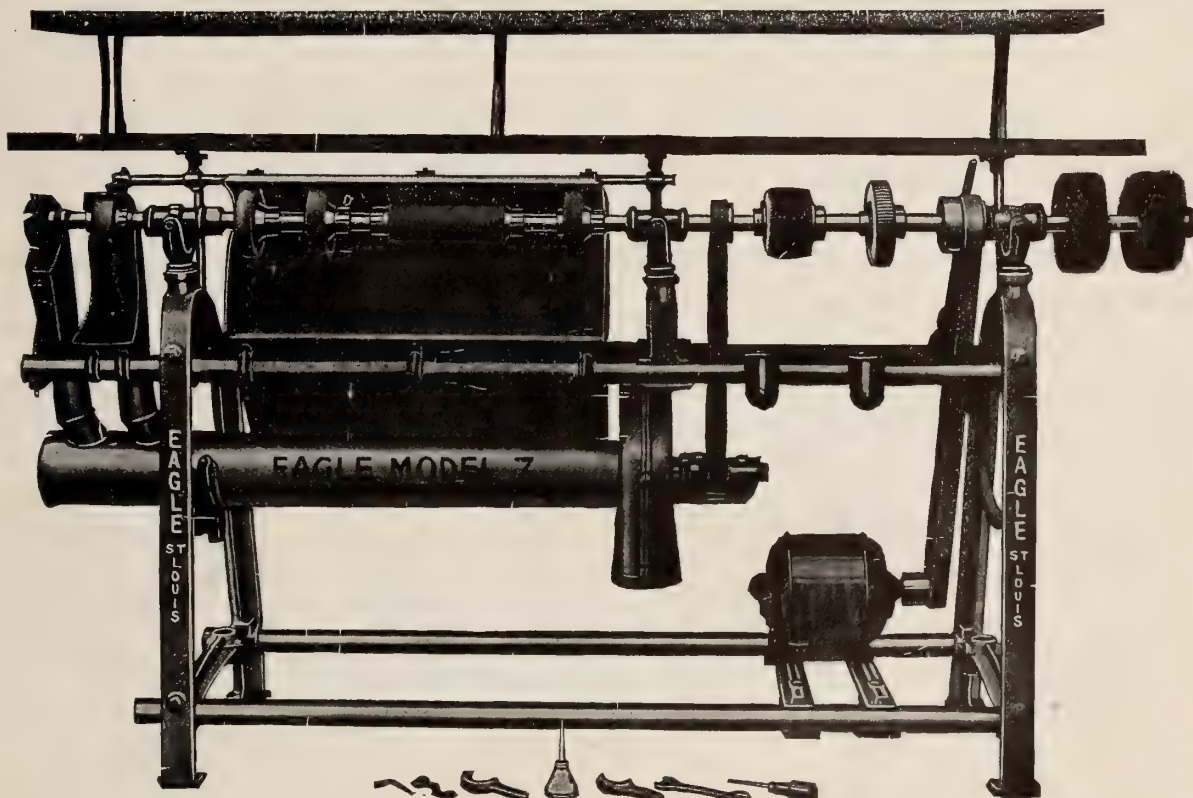
**Lowest Rates per
Interested Reader**

Where this guarantee of worth is to
be found:—



Hugh C. MacLean Publications
LIMITED

**Better Work and More Business when your
shop is equipped with "Eagle" Machinery**



The model 7 Eagle Finisher shown above represents the very last word in this type of shoe repairing equipment. Not only does it ensure better work and more business, but by reason of the system of belt shifting, your power is reduced 50% as the finishing shaft is stationary when sanding shaft is in operation, and vice versa. Equipped with double shelf and can be had in either Tight-Loose Pulley or clutch style.

Dimensions: Length 7 feet 2 inches. Width 24 inches. Weight crated, 575 pounds.

Write us today for prices and full information concerning this or any of our machines—Combination Heel Remover and Nail Cutter, Combination Sole Cutter and Skiver, Heel Reducer, Wide Blade Skiver, Sole Cutter, Large and Small Jacks, etc.

Choice of all best makes of electric motors, supplied with this machine.

Levine Leather Company Limited

475 Queen St., W., Toronto, Canada

Representing Eagle Machine Co., St. Louis, Mo.

WAIT!

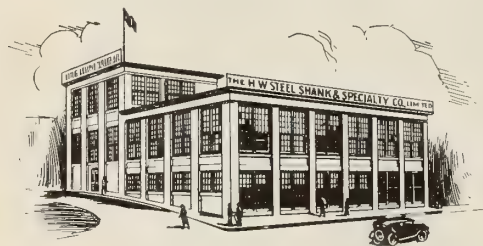
Do not place your order for over-gaiters until you have seen our new line.

Attractive in both quality and price.

Our traveller will call upon you shortly.

American Gaiter Mfg. Co., Ltd.
2134 St. Lawrence Blvd., Montreal, P.Q.

"Better Built Over-Gaiters"
Guaranteed for Wear



The Home of The Canadian Made Shank

This up to date plant is devoted to the production of McKay, Turn and Welt Shanks in Combination Leatherboard and Steel, or Leatherboard and wood.

If you are not using our shanks, write us for Prices.

The H. W. Steel Shank & Specialty Company Limited
Preston Ont.



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



Edwards & Edwards LIMITED TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms Tanneries
27 Front E. Toronto Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

FRED DUFTON
Ontario Representative, KITCHENER, ONT

Newest Creations in Buckels

Buckels with snap and quality for all style slippers.



LATEST
BELGIUM CLEO
No. 1103

Pleated ribbon buckels from \$5.50 doz. to \$7.50 doz. pairs.

BEADED
CUT STEEL
RHINESTONE

WRITE FOR
SAMPLES
NO OBLIGATIONS

This buckel can be used either on plain, one-strap or colonial pumps.

Parisian Beading Works Co.

1028 Arch Street, Philadelphia, Pa.



Black
Brown
Tan

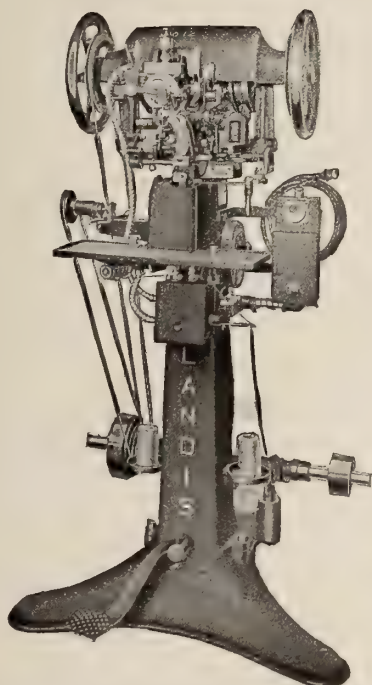
"NON
RIP"

**HUMBERSTONE
SANDALS**

Humberstone Sandals have earned a reputation for service enjoyed by no other brand. They please your customers, boost your sales and increase your profits. A trial order will prove it. Samples and prices on request.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

**W Can Save Money for You on Your
Shipping & Packing
H & D Solid Fibre Board Boxes**

1.—They protect your shipment against loss from dampness and water.
2.—They are extremely light, which means low freight charges.

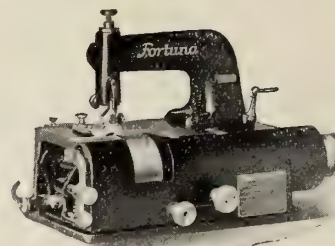
3.—They cannot be opened without breaking the seal.
4.—They save time in packing.
5.—They save storage space.
6.—They have strong advertising value.
7.—They can be made to your specifications.
8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



**The Hinde & Dauch Paper Co. of Canada Limited,
TORONTO ONTARIO**

**Fortuna
Skiving Machine**



**For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper**

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

**A glance will tell you
all you need to know**

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

**B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO**

**The Best and Most Durable
Shoe Laces Are Made
With Our**

**Power Shoe Lace
Tipping Machines**

**Textile and Special Machinery
Harris-Corliss Steam Engines**

Eastern Representative for
**WORM GEARS AND WORM GEAR
REDUCTION UNITS**

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.



The "Globe" Shoe is the only one of its kind on the market

When the consumer desires the only

**GENUINE GOODYEAR
WELT SHOE MADE WITH
A PILLOW WELT INSOLE**

there is only one place
where he can purchase
it—at a "GLOBE" dealer



Increase your Adult
trade by pushing juvenile
sales

PILLOW WELTS

A Mark of Distinction

GLOBE SHOE LIMITED

Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St., W.

Carried in stock by Alfred Lambert, Inc., Montreal

FOOTWEAR IN CANADA

CLARKE'S



For Dress Occassions

Very often a customer will come into your store for a dress shoe. Then it is that you should be ready with a pair made of Clarke's A. R. C. Brand Patent Leather. There is nothing that will give him quite the satisfaction that this will—because it is soft and comfortable, lasts long and does not crack. Specify Clarke's on all your orders.



Made by A. R. Clarke & Company Ltd.

Montreal

Toronto

Quebec

Footwear in Canada

THE **PEARSON** SHOE CO. LTD.



I

T is with satisfaction, indeed, that we announce to our many friends in the trade the completion of our first year in business. Notwithstanding the difficulties which are encountered during the first year of business, we are proud of the fact that we have exceeded even our expectations.

We soon discovered that if we were to continue giving good service to our friends, larger quarters, with better facilities, would be necessary, and we are now settled at

84-86 Wellington St. West

ready to serve you even better than heretofore, if that be possible.

Those friends of yours who have so efficiently represented this firm on the road are now making every effort to reach you with the latest Spring styles, as well as the general everyday shoes for which we have become noted.

EASTER

will be upon us shortly

We are now ready. May we help you to get ready

The PEARSON SHOE CO., LTD.

84 Wellington St., West, TORONTO



Footprints of Progress

The footprints of progress as shown in the gradual perfection of Panther Heels lead straight and true to the last step—the final achievement—the New Panther. This heel caught on instantly and its use has become general because of its many desirable features.

PANTHER HEELS AND PANCO SOLES

form a combination that never fails to give satisfaction to the repairman and his customers. They ensure neat work on every job with a minimum of time. Panco Soling gives exceptional wear, can be stitched the same as leather, and absolutely will not crack, break or stretch.

Let us send you samples and prices.

The Panther Rubber Co., Ltd.
Sherbrooke, Que.

Judging from the sales made to, and comments of, merchants from all parts of Canada at the recent Shoe Trade Congress in Montreal, we certainly are encouraged in the belief that the

Perth line of Women's Welts

is the strongest proposition in moderately priced welts now being offered to the Canadian shoe trade.

Perth Shoe Company

LIMITED

Largest Manufacturers of Women's Welts exclusively in Canada

Perth - Ontario



Women's Grey Suede, One Strap, Patent Collar, Cello Heel, Turn. A Popular Number in different Color Combinations.

The Dufresne & Locke line is varied enough to meet every style and service requirement.

The prices are low enough to meet present demands for 100 per cent value.

The combination of these qualities has made them remarkably saleable and a sound investment for all dealers.

This has been the case since 1896. It is the case today.

We are now showing samples of what we believe are the finest shoes we ever produced

**DUFRESNE &
LOCKE, LTD.**

MONTREAL, P.Q.
Established 1896

You've Been to the Convention—Now Give us Your Attention

Just a Minute!

Look Below!!



No. 6755

No 6755—Women's Black Patent Vamp, Grey Suede Quarter and half Louis covered heel, patent trimmings on quarter and Grey Suede collar around vamp.

No 6753—As above in all Grey Suede with patent collar and quarter trimmings and strap.

No. 6754—As above in all Black Patent with Grey Suede collar, quarter trimmings and strap.

6822—As No. 6755 with covered Military Heel

6820—As No. 6753 do.

6821—As No. 6754 do.

"These shoes are all high grade flexible McKays. All covered heels on comfortable fitting last"

March 1st. delivery, sizes 2½—7 price \$4.10

NATHAN CUMMINGS

310 Notre Dame Street West

MONTREAL

"Novelties our Specialty"

INDIAN PRODUCTS

Made a little better than the average

We are now booking orders for fall delivery on all of our products, and would advise you not to wait any longer. Our prices are rock-bottom and compare favorably with other manufacturers'.

Our goods are the standard of quality and only await the trial order, of those few not acquainted, to please.

It is to our mutual advantage, that you place no orders, before getting our samples and prices.

Moose, Elk, Horse Hide, Cow Hide Moccasins, Boudoir and Indian Slippers, Work Gloves and Mitts, Canvas Canoes, Snow Shoes, and Indian Curios.

BASTIEN BROTHERS

Successors To :
MAURICE BASTIEN Regd. INDIAN LORETTE, QUE. Established 1878

Makers of "Big Chief Goods" to High Grade Wholesalers.

Sales Office for the West :

Willis R. Miller, Mercantile Bldg., Vancouver, B.C. Also Hammond Bldg. Winnipeg, Man.



The Corrective Type of Shoe Demands a Place in Every Modern Merchant's Stock

No merchant can really say he is right up-to-the-minute unless he is catering to the insistent demand the public has voiced for the corrective type of shoe.

The Talbot Arch Preserver shown above is not only worn by those who suffer from weak or fallen arches, but by an ever-increasing number of men who wish to avoid such a condition. And the Talbot Arch Preserver is a good-looking "stylish" shoe. It has none of the unsightly lines which are usually so objectionable in corrective shoes.

Better let us forward samples for your inspection?

The Talbot Shoe Company Ltd.
St. Thomas - Ontario

Merely Keeping Abreast of the Times is'nt enough ---

THE successful manufacturer must keep **ahead** of the times not merely **abreast**. And he can't do that if his styles don't anticipate the newest tendencies before his competitor gets the drop on him.

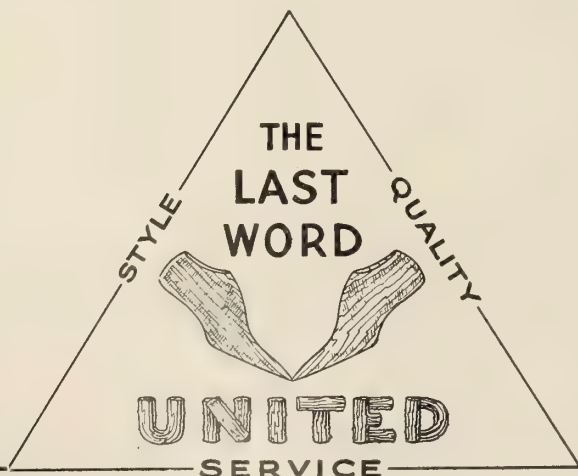
United Last's designers are creators, not copyists. They give the manufacturer a personal service. They originate entirely new designs that will fit into his line to the best advantage. Increased business is the logical result.

Make "United Style-Service" a part of your season's shoemaking. You'll probably be surprised at the way it smooths out your selling difficulties.

Full details upon request.

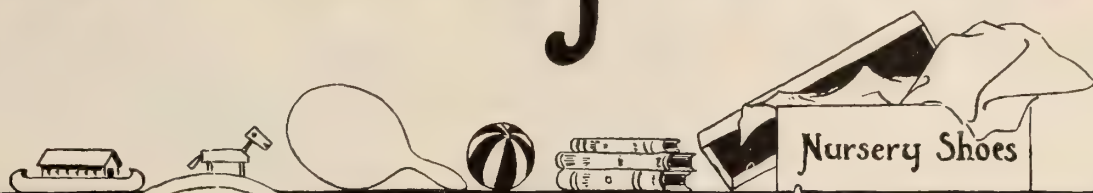
United Last Company, Limited
Montreal, Que.

Toronto Sales & Pattern Shop 76 Richmond St. E., Telephone Main 4565W



*Artistic and exclusive
Lasts and Upper Patterns*

Nursery Shoes



ANNOUNCEMENT

**Mr. Wm. Edwards
of Toronto**

is now representing us in
Toronto and Western On-
tario, and is now showing
our new, patented process,
double sole

Turn Welt

for Children, along with our
other well known lines.



The Nursery Shoe Co.
Limited

ST. THOMAS, ONT.



A Safe Bet

WHY do all the large Shoe dealers of Canada handle TETRAULT SHOES

Because they are a safe bet.

WHY are TETRAULT SHOES a safe bet —

Because our range of lasts and patterns is complete in every detail, and a "Royal Flush" in quality, enabling our customers to "sit back," in comfort, knowing they cannot lose.

TETRAULT
Shoe. Mfg. Co., Limited
Montreal, Que.

Largest Makers of Boots and Shoes in Canada

E

E



Our Growing Girls', Misses', and Child's lines are made with the same care and material as our woman's line.

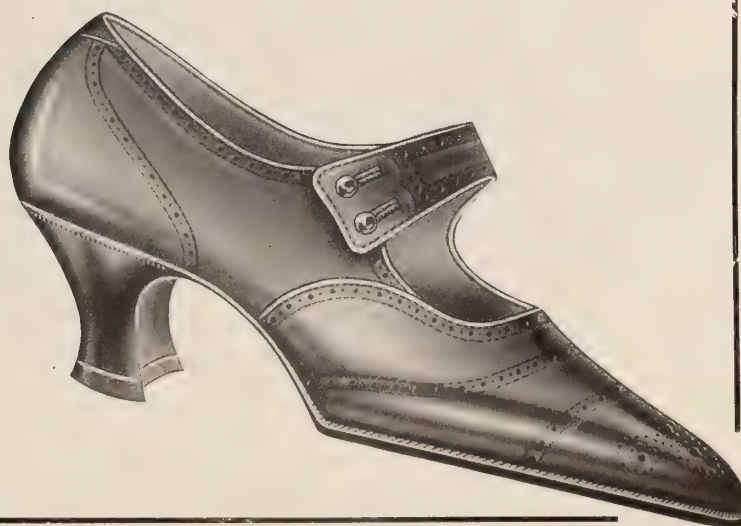
Two Reasons

There have never been more than two reasons for the high place accorded Eureka Shoes today. The first was our determination to produce shoes so good that they would establish a reputation for value and bring in more business. The second was to maintain this high standard so that our sales would keep on increasing. That those carrying our lines also profit by this policy is a fact and we are glad of it.

See our new samples

Eureka Shoe Company

Three Rivers, P. Q.



E

E

"Particularly Pleased with Results"

The following is unsolicited testimony to the pulling power of advertising in Footwear in Canada



D. D. HAWTHORNE & CO.

WHOLESALE DEALERS IN
FINE BOOTS, SHOES AND RUBBERS.

27-29 WELLINGTON ST. WEST.

TORONTO.

December 22-1922.

Footwear in Canada,
c/o Hugh C. MacLean Ltd.,
347 Adelaide W.
City.

Dear Sirs:-

We are particularly pleased with results obtained through our advertisement of The Women's Cossack Rubber Boots shown in your Journal recently. Not only did we receive a large volume of business on this line, but we opened up some excellent new accounts which we expect will lead to more business on other lines. We received orders from various points in Canada where our travellers do not conveniently call often. We consider this a distinct service.

This letter is not intended for praise, but is meant to encourage you to carry on your good work in supplying the Trade with a service that we are convinced is beneficial not only to wholesaler and retailer, but also to the manufacturer of the materials entering into the Footwear Industry.

With these few words we shall look forward to continued activity in your Journal. We remain,

Yours very truly,

D. D. HAWTHORNE & COMPANY.

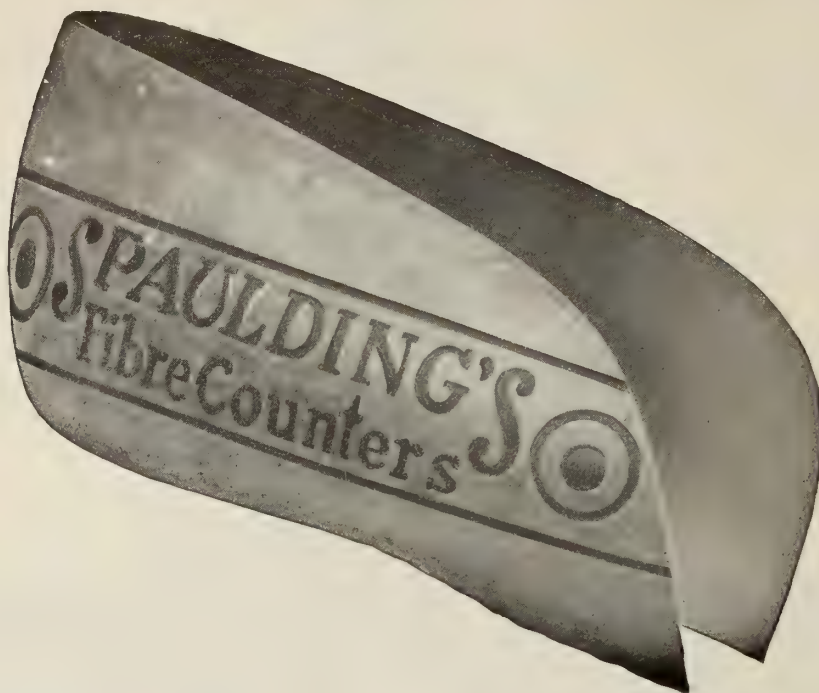
MSS/NW.

per

Is further comment on this splendid endorsement of
Footwear in Canada
as the acknowledged leader in its field needed?



Shoemakers to Wholesalers only



A Spaulding Counter to Fit Every Last

If you have difficulty in properly fitting your lasts, use

SPAULDING'S FIBRE COUNTERS

Whatever the shapes and forms of heel seat they can be perfectly fitted and the result will be better looking and more satisfactory footwear from every point.

WE MAKE OUR OWN FIBRE

J. Spaulding & Sons Co., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N.Y.
No. Rochester, N.H.
Townsend Harbor, Mass.

Rochester, N.H.
Milton, N.H.

English Agents: J. Whitehead & Co. Ltd.,
Leicester, England

Canadian Agents: International Supply Co., Kitchener, Ont. and Quebec City
V. Champigny, Montreal



The Final Achievement

Black Beauty

**CHROME
PATENT
SIDES**

A matchless lustre, greater serviceability, higher cutting value and better all-round satisfaction distinguishes "Black Beauty" from any other patent now on the market.

If you have not yet had the opportunity of examining samples, an enquiry will bring them immediately.

The Robson Leather Company
Limited
Oshawa - Canada

Hurlburt's Flexible McKay Welt Cushion Sole Shoes



are made from the best materials that money can buy. Built on neat, natural lasts, the patented process makes it as flexible as a turn sole shoe, and the sole can be repaired with ease by any local Shoe Repairer.

These popular shoes are made in Infants', Child's, Misses', Youths', Growing Girls' and Women's, and are quoted at particularly attractive prices. We stand behind every pair and will guarantee satisfaction for your customers.

The following lines are in stock ready for immediate shipment:

WHY PAY MORE

INFANT'S

Sizes 5 to 7½	Spring Heel	Nature Last
9352	Infant's Mah. Calf Blu. S.H.	\$2.60
9362	Infant's Glove Calf Blu.	2.55
9363	Infant's Glove Calf Butt.	2.60
9372	Infant's Patent Blu.	2.55
9373	Infant's Pat. Butt.	2.60
9963	Infant's Blk. Calf Instep Strap S.H.	1.90
9973	Infant's Patent Instep Strap S.H.	1.90

CHILD'S

Sizes 8 to 10½	Spring Heel	Nature Last
9252	Child's Mah. Calf Blu.	\$3.00
9262	Child's Glove Calf Blu.	2.90
9263	Child's Glove Calf Butt.	2.95
9272	Child's Pat. Blu.	2.90
9273	Child's Patent Button	2.95
9863	Child's Blk. Calf Instep Strap	2.25
9873	Child's Patent Instep Strap	2.25
9874	Child's Patent Oxford Lace	2.40

YOUTHS'

Sizes 11 to 2	Slip Sole
9150	Youths' Mah. Calf Blu. \$3.95
9160	Youths' Glove Calf Blu. 3.85

MISSSES'

Sizes 11 to 2	Made with low heel
9162	Misses' Glove Calf Bal. H.C. \$3.85
9773	Misses' Patent Instep Strap 2.70
9774	Misses' Patent Oxford Lace 2.80
9152	Misses' Mah. Calf Bal. 3.95

Process Patent. Trade Mark Reg'd

*Look for the Trade Mark of Musket
and Bow and Arrow on
every pair*

THE HURLBURT CUSHION SOLE SHOE COMPANY
BARRIE - - - - - ONTARIO

Montreal Sample Room—Room 77 St. Denis Bldg. 294 St. Catherine, E.



COLLEGE LAST

405	Pat Col. 1 Strap Blk. Suede Qr. and Tongue, Imt. Tip	\$3.50
406	All Pat. Col. 1 Strap Imt. Tip	3.40
408	Black Kid Oxford Imt. Tip	3.40
411	Velour Calf Oxford Imt. Tip	3.35
414	Br. Calf & Sand Elk Oxf. Imt. Tip	4.00
417	Pat. 2 Button, 1 Strap Imt. Tip	3.50
419	Pat. Oxford Imt. Tip	3.50
420	Pat and Sand Elk Oxf. Imt. Tip	4.00
423	Blk. Kid 2 Button, 1 Strap. Imt. Tip	3.50
424	Pat. and Grey Buck, 1 Strap. Imt. Tip	3.65
425	Br. Calf. 2 Button, 1 Strap. Imt. Tip	3.65

Sizes 2½ to 7 D Width 8/8 Heel.

JOLI LAST

109	Pat. Col. 1 Strap, Grey Suede Tongue	\$4.00
111	Pat. Col. 1 Strap, Brocade Quarter, Blk. Suede Tongue	3.85
122	Patent, 1 Strap	3.50
129	Blk. Kid, 1 Strap	3.50
137	Pat. 2 Strap	3.65
138	Blk. Kid, 2 Strap	3.65

Sizes 2½ to 7, D Width 17/8 Louis Heel.

83	Blk. Kid 2 Button, 1 Strap, Comb. Last	\$3.25
84	Blk. Kid Button, Standard Leg	4.25
85	Blk. Kid Gypsy Bal. Standard Leg	4.50
86	Blk. Kid Fat Ankle Bal.	4.25
87	Blk. Kid Bal. E.E. Forepart, D Back, C. Leg, Combination Last	4.25



88	Black Kid Bal. Standard Leg	4.25
89	Black Kid Bal. Blk Kid Tip	4.25
90	Blk. Kid Oxf., Combination Last	3.25
91	Blk. Kid Oxford, Blk. Kid Tip	3.40

Sizes 2½ to 8, add 50c. for size 9.
All Lines E.E., with 10/8 Rubber Heel, Cushion Sole.

AUNT MARY LAST



LADY JANE LAST

125	Blk. Kid, 1 Strap	\$3.35
126	Pat. 3 Strap	3.50
127	Blk. Kid, 3 Strap	3.50
128	Pat. 1 Strap	3.35
165	Blk. Kid Oxford	3.25
96	Blk. Kid Bal.	4.35

Sizes 2½ to 8, D Width, 13/8 Mil. Heel.

SULTANA LAST

121	Br. Kid Col. 1 Strap Brown Brocade Qr. and Tongue	\$4.25
143	Pat. Col. 1 Strap, Blk. Suede Tongue	3.90
146	Pat. Col. 1 Strap Blk. Brocade Qr. Blk. Suede Tongue	3.75

Sizes 2½ to 7, D Width, 14/8 Mil. Heel.

The above lines are carried in stock for immediate delivery, excepting 109-111-121-143-146-405-406, will be ready Feb 22/23

The W. E. Woelfle Shoe Co., Limited, Kitchener

All of our other well known lines also in stock.



HANNAHSONS

STYLISH SATINS AT LOW PRICES



\$3.15

F 840 Black Satin Colonial Brocade Quarter, Imitation Turn, 14-8 Spanish Heel, Widths B to D, code "Avis".....**\$3.15**
 F 848 Same as above except Genuine Turn, Widths A to D, Code "Bunny".....**\$3.85**



\$3.25

F 805 White Satin Brocade One Strap Pump, leather lined, 14/8 Louis Heel, widths B to D, code "Vera"**\$3.25**
 F 800 White Satin One Strap Pump, leather lined, 14/8 Louis Heel, widths B to D, code "Helen"**\$3.15**



\$3.10

F 882 Black Satin Brocade Quarter 5 Eyelet Lace Oxford, 15-8 Jr. Louis Heel, imitation turn, widths B to D, code "Diana"**\$3.10**
 F 884 Same as above except 12-8 Cuban Heel, code "Pomona"**\$3.10**



\$2.15

F 790 Black Satin One Strap, Orchid lined, 14-8 Louis Heel, widths B to D, code "Adra"**\$2.15**
 F 791 As above except with 12/8 Cuban Heel**\$2.15**

Better Satin Shoes

HANNAHSONS makes fabric shoes only—Satin and Canvas. This specialization means better shoes at lower prices.

HANNAHSONS uses high grade Satin—backed in their own factory. Proper backing means longer service.

HANNAHSONS fabric shoes are designed and manufactured by experts. They are acknowledged the best fitting shoes in the grade.

In the face of rising costs HANNAHSONS prices remain at the same low level.

The best test of any shoe is—will it sell? By this rule thousands of keen shoe merchants agree HANNAHSONS are rapid sellers—they have proved it by increasing our sales over 200% in the last five months.

Size in as you size out on HANNAHSONS Satins and secure a maximum turnover with a minimum investment.

HannaHsons Shoe Co.
Haverhill, Mass.
U.S.A.



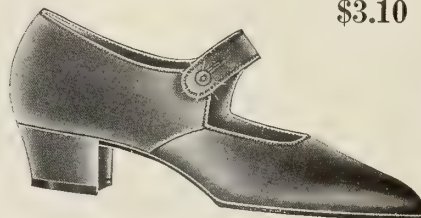
\$3.35

788 Black Satin One Strap, 16/8 Full Louis Heel, leather lined, widths A to D, code "Madge"**\$3.35**
 783 Same except 14-8 Full Louis Heel**\$3.35**



\$3.75

F 778 Black Satin Colonial Strap, leather lined, 16-8 Full Louis Heel, Genuine Turn, widths A to D, code "Iris" .. **\$3.75**
 F 887 Same as above except 14-8 Full Breasted Spanish Heel, widths A to D, code "Class"**\$3.75**



\$3.10

786 Black Satin Wide One Strap, 9/8 Flapper Heel, rhinestone button, genuine turn, leather lined, widths B to D, code "Clover"**\$3.10**
 776 As above except imitation turn**\$2.75**



\$3.85

720 Black Satin Fan Flare Tongue, Metal Ornament genuine turn, 16-8 Full Louis Heel, widths A to D, code "Fan"**\$3.85**
 730 Same as above except 14-8 Jr. Full Louis Heel, code "Pat"**\$3.85**

Samples are now on display at 518 New Birks Bldg., Montreal, P.Q., in charge of Mr. A. E. Cloutier. Let us send you the HANNAHSONS NEWS—containing valuable sales information.



IN-STOCK—IN STYLE



AT THE HUB



“SQUARE



WEAR”

Yamaska's History a Record of Achievement

When you follow the history of Yamaska shoes since their first introduction to the trade 'way back in 1865, you find a record of achievement built around a single ideal—an ideal which bound us to make the best moderate-priced shoe on the market.

That ideal still holds good today.

Samples and prices can be immediately obtained by getting in touch with the manufacturers.

La Compagnie J. A. & M. COTE, St. Hyacinthe, Que.

We carry a Stock of Rhinestone Ornaments Beaded Buckles

**IN STOCK
IMMEDIATE DELIVERY**



No. 1747

\$72.00 Per Gross Pairs

\$6.50 Per Dozen Pairs

**Quilted Satin Fan Tongue
With Steel Ornament**

The Best Selling Shoe Accessory in Many Seasons—
Or You May Use Them to Enhance the
Value Of Your Own One-Straps

Samples Submitted on Request

FRENCH BEADING & NOVELTY CO.
922 LOCUST STREET. - - PHILADELPHIA, PA.



Footwear in Canada

57 per cent. more net paid circulation;
67 per cent. more paid circulation among
retail shoe dealers and repair shops,
than any other shoe paper in Canada.

See Reports Audit Bureau of Circulations
Subscription records available to prove above

VOLUME XIII

FEBRUARY, 1923

Number 2

IN THIS ISSUE READ

Ackerman & Son, B. F.	64	International Supply Co.	59
Aird & Son	13	Interesting Sidelight at Montreal Convention ..	50
Bastien Bros.	6	If You Were a Customer How Would this Store Impress You?	24
Breithaupt Leather Co.	22	Landis Machine Co.	66
Clarke & Co., A. R.	68	Lane, W. A.	19
Cote, J. A. & M.	20	La Duchesse Shoe Co.	61
Cote & Son, A. A.	62	Make the Hosiery Department Pay the Rent ..	53
Cummings, Nathan	5	Montreal Exhibits Demonstrate Paramount Qual- ity of Canadian-made Footwear	30
Canadian Shoemen in Convention Discuss Pro- blems of Industry	37	New Castle Leather Co.	57
Chicago Style Show	29	Nursery Shoe Co.	9
Canadian Shoe Trade Speaks for Itself at Chicago Convention	26	Oscar Onken Co.	61
Dale Wax Figure Co., Ltd.	58	Overshoes a Menace to the Repair Trade— and an Opportunity	54
Dufresne & Locke	4	Panther Rubber Co.	2
Edwards & Edwards	62	Parisian Beading Co.	66
Eureka Shoe Co.	11	Pearson Shoe Co.	1
Everett & Barron Co.	61	Perth Shoe Co.	3
Easter Business Will be Good if—	33	Robson Leather Co.	15
Franklin Machine Co.	64	Samson, Enr., J. E.	60
French Beading & Novelty Co.	20	Scott & Co., John	60
Fortuna Machine Co.	64	Spaulding & Sons Co., J.	14
Findings of The Retail Trade	48	Shoe Production Increased 13% in 1922	49
Footwear Fashion Stakes at Montreal	28	Silks will "Go" for Spring	52
Footwear Findings	56	Talbot Shoe Co.	7
Gutta Percha & Rubber Mfg. Co.	63	Tetrault Shoe Co.	10
Globe Shoe Co.	67	The Wrong Word!	36
Get Your Share of Easter Business	34	There's "Velvet" in Men's Socks and Spats ..	51
Halford Pub. Co.	61	Universal Shoe Machinery Co.	58
Hannahsons Shoe Co.	18	United Last Co., Ltd.	8
Hinde & Dauche Paper Box Co.	64	United States Shoe Machinery Co.	65
Humberstone Shoe Co.	66	Woelfle Shoe Co. Ltd., W. E.	17
Hurlburt Cushion Sole Shoe Co.	16	With the Editor	23
H. W. Steel Shank & Specialty Co.	62		
Hamilton Association had Active Year	54		

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO

97%
of Footwear
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes
of the Consumer
he is responsible

A great many manufacturers have paid a big price to learn the power of the retail merchant

Established 1857

“THE WEAR IS THERE”

Put Your Trade on a Better Footing

Use Breithaupt Sole Leather whether you manufacture fine turns or heavy duty staples.

Inseparably associated with quality and wear for over 65 years.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES				
Kitchener	Toronto	Vancouver	Montreal	Quebec
TANNERIES AT				
Penetang	Hastings	Kitchener	Woodstock	Burk's Falls



With the Editor



First Joint Convention of Canadian Shoe Trade

The recent shoe trade convention was a decided success if one may judge by the excellence of the manufacturers' displays, the number of registrations and the attendance at the luncheons and banquets. It was not so evident however, judged by the attendance at the educational sessions—which after all were considered by many as the primary purpose of the convention. Of course it is not unusual, in the face of counter attractions, that convention delegates should experience difficulty in settling down to the arduous task of reading, hearing and discussing papers, but it does seem a pity that so much time and energy should be expended by the program committee, and those asked to take prominent part in the programs, unless the delegates appreciate this work sufficiently to attend the various sessions.

Some such thought as this may have been in the minds of those retailer delegates who fought so hard to link up with the Retail Merchants' Association. They may have felt that with one common subject for discussion more satisfactory results can be obtained. We hope there will be some compensation, for, to some of us, this move of the retailers is not quite clear. A united shoe industry is a fine ideal to work to and getting all the sections together once a year tends to greatly strengthen the bonds that make the industry look, and act, like one unit. The coming year's activities of the retailers' association is bound to be largely experimental. We have the satisfaction of knowing that the work is in capable hands, however, and a situation that appears somewhat involved to-day may well, under their skilful guidance, have become entirely clarified a year from now.

British Competition in Canadian Market

During their convention in Montreal, the Shoe Manufacturers' Association passed a resolution regarding importations of British footwear, which seems to have special significance as indicating a new trend in Canada's trade. The resolution reads:

"Whereas importations of footwear of British manufacture, under the low rates of the British preferential Tariff are causing uneasiness among Canadian manufacturers, and

"Whereas special efforts are being made by manu-

facturers in the United Kingdom to market their products in Canada,

"Therefore be it resolved that this association make the strongest possible representations to the Government relative to the threat of increased importations of British leather and felt footwear, and urge that adequate protection be provided for Canadian boots and shoes against such importations."

This is the first time, we believe, that the "uneasiness" of Canadian shoe manufacturers regarding importations of British footwear will have found expression in such representations as the Association proposes to make to the government, and we believe, also, that it is the first time that any such uneasiness has been felt.

Plainly we have a new turn of events. Although the importations of British footwear are still relatively very small, they have begun to show such signs of development as have aroused the concern of the Canadian manufacturers. The resolution referred to is probably of an anticipatory nature, on the principle that preparedness is of first importance in matters of tariff and protection, but it indicates at least that the British product is looming up as a rival worthy of serious attention. This is evidenced in the windows of many retail stores, also, where with increasing frequency one sees display cards calling attention to "recent arrivals from England."

And the retail show window is a reliable barometer of demand. When Canadian shoe merchants are displaying British-made shoes, it is a sure indication that they are finding a market for them.

It is interesting to enquire into the reasons for this trend of demand. In the first place, there is undoubtedly a strong sentiment in Canada in favor of goods of British manufacture, as against U. S. products, partly as a result of war-time "camaraderie" and partly as a result of the States' policy of "isolation."

Secondly, thousands of men who went overseas became accustomed to English types of shoes during their sojourn in the Old Land and developed a taste for them which they desire to continue to indulge in Canada.

The third and perhaps the most effective reason is that some of the most important British manufacturers have shown a decided disposition to get after Canada's business and have been catering to Canadian preferences in lasts and fittings.



This is a view of the new store of Natural Tread Shoes of Canada, Ltd., at 228 Yonge Street, Toronto, looking toward the rear. The stock shelves, conspicuous by their absence, are concealed behind the two doors beneath the balcony. This arrangement, Mr. V. E. Taplin, the president states, has not interfered with the efficiency of the salesmen's services, the average number of customers served per salesman per day being considerably higher than in their former store where the customary wall fixtures were used for stock.

If You Were a Customer, How Would this Store Impress You?

Would its Air of Distinctiveness Appeal to You?—Would You be Taken with its Artistic Decorations, Handsome Furnishings and Home-like Atmosphere?—When You Sank into One of Those Comfortable Arm-Chairs, Would it Tend to Make You Feel Friendly toward the Firm and the Salesman?

If you have a diamond of the first water, you do not hesitate to buy a platinum setting to display its beauties to the best advantage. And if you have merchandise of the highest quality, it is likewise good business to provide a setting for its display and sale that will convey to the public a pleasing first impression of its merits. The public expects it, and it is one of the first essentials of successful shoe retailing to-day.

A new store has recently been opened in Toronto, which is an outstanding example of the effective application of this principle of merchandising. It is the new establishment of Natural Tread Shoes of Canada Limited, at 228 Yonge Street. This firm was formerly located at 310 Yonge Street, having moved to the present premises on Jan. 2.

Stock Shelves Out of Sight

The illustrations speak for themselves. Artistic individuality, good taste, comfort—all have been combined to make this one of the most attractive stores that a customer could wish to do business in. On entering, one gets the impression of a spacious

and splendid reception room—which indeed expresses the idea of the management—a reception room where the firm receives its guests. Beneath one's feet is a carpeted floor and one's eye falls upon a veritable conservatory of house plants which are arranged along the front of balcony at the rear of the store. Grouped around the room with the careful carelessness of art are handsome suites of furniture. The walls are papered in a pleasing neutral pattern, and large mirrors in attractive frames hung at frequent intervals add a touch of effective variation that appeals to the eye of every woman, and most men. The entire width of the frontage is taken up by a window tastefully draped, and upon a broad ledge a few representative shoes are displayed to excellent advantage on decorative stands. No stock shelves are in sight. All is restful, home-like, artistic.

Unique Arrangement

We have given at the outset a lightning sketch of the Natural Tread Store, which will probably have whetted the appetite of the reader for greater detail—an appetite which we will proceed to satisfy to the

best of our ability. The new premises are located at the site formerly occupied by the Toronto Hydro-electric Shop, close to the heart of the great shopping centre of Toronto. When the Hydro-electric Commission moved, the premises, which are very large and took in two floors, underwent alterations and were divided up to accommodate a number of moderate sized stores. The Natural Tread Store is on the second floor and is approached by a short outside stairway and an inside stairway. One of the biggest disadvantages of the average upstairs shop is due to the impossibility of effectively displaying the merchandise and thus attracting the attention of the public to it. This has been overcome in the case of the Natural Tread Store by the use of an outside show-case which occupies a prominent position on the front wall to one side of the stairway. The name of the firm is given strong prominence by a large sign which is visible for quite a distance up and down the street, and the very uniqueness of the whole arrangement—it is unique in Toronto at least—is such that one cannot pass by without stopping to look. And the eye naturally explores further and immediately the interest is centred upon the big window above, with its handsome trim.

The outstanding feature of the store, which is of particular interest to the retail shoe trade, is its unusual arrangement and furnishing. The entrance, leading from the stairway, is near the rear of the store. Just inside is a small writing table, beside which is a standard electric lamp. Stock shelves, as has been pointed out, are conspicuous by their absence. They are to be found behind the two doors which are to be seen at the rear. Here also is the general office and a factory sample room which is

used in connection with the firm's wholesale business. On the balcony is the manager's office, which is an added feature of attractiveness decorated as it is with ferns and plants.

Details of Furnishings

The furniture is of the reed variety, finished very prettily in black and gold, and upholstered in a pleasing cretonne pattern. The display fixtures also, in keeping with the black and gold motif, are finished in gold. The draperies on the windows are in a golden brown shade, and the same material is used for the shades of the semi-indirect lighting fixtures. Gold with a grey-blue overtone also finds its place on the frames of the hanging mirrors. The use of the electric floor lamps may be commented upon as a very attractive feature. The carpet which covers the entire floor is in neutral tone, being of a very fine goat's hair weave, and on it are spread several handsome rugs. The last touch of modernity is added by the installation of an X-Ray machine for shoe-fitting—the third, we believe, to find its way into Canada. This likewise will be finished in black and gold to match the furniture.

The whole scheme of furnishing, while artistic, is void of any formality or stiffness, and achieves a home-like and inviting atmosphere, which is undoubtedly most helpful from a merchandising point of view. Mr. V. E. Taplin, originator of the Natural Tread Shoe, and the head of the company, evolved the idea for the general lay-out of the store and personally worked out the details of the furnishing. To his acknowledged prestige as a shoeman, he has now added new laurels as an architect and interior decorator.



Another view of the Natural Tread Store, looking toward the front. The window occupies the full width of the frontage and is very handsomely trimmed. Note the large show-case in the left-hand corner.

The Canadian Shoe Trade Speaks for Itself At Chicago Convention

Address (in Abstract,) of Howard Blachford, Retiring Secretary and President-Elect of the National Shoe Retailers' Assn. of Canada
Before U.S. Retailers' Organization

When asked to speak at your convention, my first thought was, what can I say to be of value that will help the retailer to solve any of his many problems of to-day? I would like, however, before endeavoring to go any further into this question, to state a few facts about our country and the shoe industry of to-day, as I believe there are a great many of our cousins to the South of us who still have in the back of their heads the idea that for the most part Canada is a frozen and somewhat God forsaken country. Gentlemen, if you have any such idea in your mind, please get rid of it. As a matter of fact we have some 8,000 to 9,000 retailers of shoes, and some 5,000 exclusive shoe dealers, (a great many of us think, far too many, for our own good). We are not natives of a snow and ice bound country, and we do not live in snow houses all the year. In fact, in the East we are but three months behind New York in merchandising, and in styles, and about the same behind Chicago and the West, in our Western provinces. Our retailers are continuously in your large cities comparing ideas and I know in many cases where department managers of such stores as Wannamakers of New York visit Toronto to get ideas from such stores as the T. Eaton Company of Toronto and Winnipeg, the Robt. Simpson Co. and others, who are continually exchanging business ideas with them. We have weather no different to that of your Northern States, and in the summer months we sell as do you, thousands of white cloth and buck shoes.

Development of Canada's Shoe Manufacturing Industry

Our manufacturing industry in the shoe world has advanced, in perfection and volume, very materially in the last few years owing to the fact that the uncontrollable exchange situation of the Canadian dollar in your favor has made it more advantageous for the Canadian retailer to buy his home products. In fact, at times it was absolutely impossible to consider purchasing in this country when we had to consider adding 30 per cent. duty, some 15 to 20 per cent. exchange, as well as tax and carriage charges.

It must be remembered, however, in comparing the industries of the two countries, that you have in this country many more thousands of a population to which to cater; thus making it a much easier matter to specialize and thus reduce cost of manufacturing. We, however, will not take a back seat in the matter of products, and I believe that every Canadian manufacturer of high grade footwear would be glad to have any United States retailers see their products. Remember there is no duty on shoes going into the States.

The World Needs Clean, Straight Business Men

Now returning to the shoe world of the retailer, the burning question is, I believe, for every retailer of to-day, who is a real retailer, how shall I obtain

volume, turn-over, cash receipts, and keep a clean stock with all, and yet show a good profit at the end of the year? Do not get profit first and alone in your mind. It will not create a good atmosphere. It is clean straight business men our countries are looking for. What is it that poor, old, brokendown Europe is hungering for to-day? Is it artists, musicians, preachers, politicians or scientists? No! they are looking for live straight and energetic business men, and it is the business man alone who can put this poor, old, tired-out world on its feet again. It is the business man who must shoulder this responsibility. Let the world behold such men in North America, your country and mine; let us show them that it can be done; let us not be satisfied with merely getting cash receipts in any manner; let us have a code of ethics for our respective businesses, and endeavor to live up to them, even if we may slip a cog occasionally. Furthermore let us try to make the mean, petty dealer, who thinks all that counts is the cash he can take in—regardless of system employed—see a new and better way of merchandising his goods? Did I hear someone say, "Or kick him out?" This would hardly be according to your code of ethics, if a good one, but if a majority of real merchants will run their businesses as they could be run, it might teach him to alter his ways.

The Value of Association Work

There is nothing that I know of which has altered the attitude of the retailer in business life as his association work, which means a fraternal spirit between competitors. In the days of our fathers it used to be that we were sent out to walk down the street and spy out what other retailers were doing, and also get the prices they were quoting, only to return and mark our own a shade lower to try and cut his throat, regardless of cost.

I feel that association spirit for the most part, has in the larger centres created a different atmosphere and eliminated some of this old cut-throat feeling, and now we shake hands with our competing neighbor and talk over prices, styles, etc., and go back and mark our goods and merchandise them accordingly, and with a different feeling. Do not for one minute feel that business competition can be eliminated, for such is the stimulus for keen retailing.

The International Style Problem

The retailer has many troubles of his own and may I be allowed to speak of one or two? We may take for example, first, the style question of women's shoes alone. We are all here more or less to try to solve this question for the coming season. Last year as I attended this convention and listened to your talk in open forum, which, by the way, I think was one of the most instructive parts of your session, I remember a discussion on colors to be used for sport shoes. Mr. Brown, of California, said that he figured

light tans would be the best bet; Mr. Black, of Michigan, said he considered a very good bet was on white and green combinations; Mr. Gray, of Kentucky, would favor white and red combinations, and so on, and I remember Mr. Slater, of New York, rising towards the close of the discussion and with few words remarked that if any retailer wanted to make money he could safely buy black and white, or all white.

Now, gentlemen, the trouble with the average retailer to-day, I believe, is that he caters to too many styles trying to please too many extremists, and who is to blame?

Retailers' troubles are not limited to styles, but I venture to say that it is fad styles and retailers' purchases of the same in too large quantities that bring about 75 per cent. of our failures, and at the present time, failures in our country, and I understand, in your also, among the smaller retailers of shoes, are quite numerous, and we must realize that every failure means a little harder work for the legitimate merchant that is left to merchandise his goods on account of the great number of shoes thrown on the market at ridiculously low sale prices.

Make 1923 a Year of More Staple Lines

I might go on, gentlemen, at some length discussing retailers troubles, but if, in these remarks, I can induce some of the retailers, who are influential, to make 1923 a year of more staple lines, less fad styles, and in this way bring about the possession of more saleable stock, I would consider that these remarks had not been in vain. I feel for the sake of the retailer of the smaller towns, who has not the advantage that some of us have who are in bigger communities and are able to put on sales and dispose of fading styles before they are completely dead, that a year of staple buying would be worth millions.

I also say this in the face of considerable criticism which might come from last makers, pattern makers, and manufacturers, that if they could only see it, I

A Live Bird

How about this for a live advertising stunt?

A merchant down south has a parrot, which he uses as a publicity agent. The bird is hung in a cage in front of the store, and gives the passers-by a snappy line of chatter. "Come right in, sir," is the most frequent expression upon the tongue of the parrot. He has also been taught such phrases as, "Say, Mr! You need shoes," "How about a new pair," "We have the goods." It is a sure thing that not many people pass along the street on which that store is located without knowing it's there and what goods it sells.

the only way that we can stabilize the trade. In this connection, Mr. President, I would like to quote a paragraph from a speech of Mr. Sisson of New York, made in an address March, 1920: "It would trouble me little whether there be a League of Nations or no League of Nations, or whether there be this kind of a Peace Treaty or that kind of a Peace Treaty if there be only close co-operation and understanding among the English-speaking peoples of the World."

Co-operating with the Weather Man

A barometer may not perhaps be considered an absolutely essential piece of equipment in a shoe store, but one live merchant declares that it is a very valuable aid to business and keeps it right on his desk all the time. It's necessary to co-operate with the weather man, he asserts, and the further ahead one can anticipate his intentions, the better will he be prepared to take advantage of his dispensations. Don't watch the clock, therefore, but keep your eye on the barometer.

The Mother of Canadian Shoemaking

In Quebec City over two hundred and fifty years ago the first Canadian-made shoes were produced. To-day her shoe factories number over thirty and her tanners twenty. Quebec is the mother-city of Canada and the mother-city of the Canadian shoe industry. But despite her years and the quaintly historic charm which envelopes her, in the minds of Canadians and the outside world alike, she is not so bound by the traditions of yesterday as to be asleep to the demands of to-day for efficiency and progress. Quebec is a live manufacturing centre. Her industries and workshops number 818, employing some 18,000 men. It is in the production of footwear that she has made, probably, her greatest success. Her shoe manufacturers include some of the most enterprising firms in the Dominion, men who are alive to the tendencies of fashion and also to the necessity of employing the most up-to-date methods in order to meet the keen competition of makers in other centres. They have been adjusting themselves to the changing conditions which have affected the demand for footwear, and the trend has been gradually toward the production of higher grade goods.

As a centre for the location of shoe factories, Quebec is particularly happy because of the supply of trained labor which is available. The craft of shoemaking has been passed down from father to son for many generations, and while the tendency has been toward greater specialization, the skill of the old-time craftsman is part of the inheritance of the shoemakers of to-day. Quebec has a tradition to maintain as a shoemaking centre, and she is living up to it.

believe they, themselves, would be better off in two years time with the orders that they would receive from retailers who would profit by such advice, and would not have to make an assignment.

Co-operation with U.S. Association

We are endeavoring, in our country, to link up with your National style committees and committees on fashionable colors, etc., and I believe that this is

Buckcloth is the name of a new fancy cloth which has just appeared on the market for stylish cloth topped shoes. The surface is said to be as smooth as buckskin and just as fascinating and makes a stylish top which is easily cleaned. It is produced in white, castor, chamois and gray.

Footwear Fashion Stakes At Montreal

One-Strap and Oxford Run Neck and Neck—Grey Suede, Black Satin and Patent Combinations "In the money"—Flat Heel Comes Back Strong in Second Race—Jazz-Bow and Fancy Fad Also Ran

"I'll sum it all up for you in about a dozen words," said a prominent shoe wholesaler at the convention, when we asked him his opinion on the style trend. "In street shoes, it is flat heels, browns predominating, in medium shades, with lighter tendencies. In dress shoes, it is satins, grey suede, patent and suede, satin and suede. The featured patterns will be one-straps with open work on the sides, and oxfords with cut-outs on the sides, with a sprinkling of small tongue pumps and small tongues with straps."

That's making it short and snappy and probably covers the situation pretty fully so far as the popular style trade is concerned. It makes no mention of ties, however, a number of which were shown in the sample rooms at the Mount Royal. Looks as if the old sailor tie was attempting to again find a place for itself in the limelight. Its success is problematical. We have heard some retailers of exclusive goods speak highly of its possibilities, but others, more conservative, look upon it merely as one of the fads, which will have nothing more than an overnight popularity. The same applies to the three and four eyelet oxfords with open throats. These were

The small tongue pump is another novelty upon which opinion is somewhat divided. The chief objection to it is from a fitting standpoint. Its appearance is neat and it is dressy footwear, but except in the house it cannot be considered as a really practicable and useful shoe. On this account many retailers look upon the one strap with a small tongue with greater favor than the tongue pumps. Tongues are generally merged in a collar which encircles the throat of the shoe.

The policy of the manufacturers, dictated no doubt by the necessity of getting all the business available, is to liven up their samples with novelties, and even fads, just for the purpose of eye-catching. The retail merchants will visit displays where there are new and striking features and it gives the salesman something to talk about, but when it actually comes down to a question of spending money, the percentage of retailers who are buying fads in any quantity is small. There are a few manufacturers and retailers who thrive on this kind of business, but the great majority have learned from experience that it is about as safe to handle as nitro-glycerine.

On two features everyone seems to be pretty well agreed, namely, one-straps and oxfords with cut-outs and inlays in the quarter. Both straight and curved slashes are used, and basket-work patterns are also seen. In oxfords, it is of course the inlay, rather than the cut-out that is the feature. Less perforations are now shown in women's shoes than for a long time, and there is some tendency toward fancy stitchings.

Flat Heels Come Back Strong

It seems as if the flat heel can't be downed. In all sporty types of footwear, the prospects are that it will rule supreme. Heels from 10/8 to 14/8 are shown in walking shoes, but the tendency will be to keep them low. Spanish heels continue strong for the dressy goods. The Junior variety will have its share of the popularity. Some manufacturers are showing Louis heels quite strongly, but it doesn't look as if Carmen's favorite is going to be ousted yet a while. Lasts for turn shoes continue to feature the medium vamp and fairly rounded toe.

Among materials used, patent continues to hold a prominent place. Some aver, however, that it will fall away during the season. In combinations, particularly with grey suede, however, it will in all probability finish in the money. Grey suede looks like a big feature and black satin will be very strong. Brown satins, too, are among the fairly good bets and grey satin its considered a young hopeful by some manufacturers. The "very newest thing," just out of the dye vat, is cinnamon. It was shown at Chicago, and likewise at Montreal. Satin pointex is an interesting novelty that has made its appearance. It was shown in black and is an effect of stripes of medium width produced by the nap of the satin running in different directions. These stripes meet at sharp angles at the centre line of the vamp from throat to toe—hence the name "pointex." A



New "Trouser Crease" Oxford as shown for Spring by
Invictus Shoe, Limited, Montreal

very freely shown at Montreal and no doubt will find a prominent place in the windows of many retailers, but there are others, equally numerous, who say, "Nothing Doing on that Stuff."

number of different upper materials were shown, largely for display purposes, including sharkskin, alligator and porcupine. What their future sales possibilities might be is of course entirely a matter of speculation.

It goes without saying that white fabrics and buckskin will be very strong during the summer.

In a general way, the programme for the season's selling, as it is outlined by prominent shoemen, is as follows: Oxfords will sell at the beginning of the season, and from April forward one-straps will get going strongly. Tongue effects may appear on the stage for a time, and then there will be a reversion to the straps. The situation is fairly well clarified, and the outlook is for plainer sailing than we have had



Oxford Last featured by Slater Shoe Co. at Montreal Convention

for some time, due to the fact that manufacturers and retailers are through with speculating in fads.

The men's style situation shows no startling developments. The square French toe is still featured, with an inclination to become a bit narrower. One interesting point is the increase in the popularity of black. It looks about a 50:50 proposition between blacks and colors. In browns, the medium shades are still holding their place, but there is a noticeable tendency to lighten them somewhat. Two-tone effects are shown to a limited extent. Four and six row stitchings are replacing perforations. In sport patterns, some favor is shown the blucher. And for genuine sport shoes, the crepe, or live, rubber sole has jumped right into the limelight. Everybody's showing it.

The Chicago Style Show

The Chicago Shoe Style Show, held the second week in January, attracted a large number of shoemen from Canada and was considered a very successful event. The Coliseum, where the exhibition was staged, is one of the largest buildings of the kind in the country, and yet the show overflowed into the Coliseum Annex and even into a third building, the Greer Building, which adjoins it on the south. There is an immense gallery that goes clear around the Coliseum Building. On the inner edge of the Gallery is the circular track, generally used for athletic events. Surrounding this are the tiers of gallery seats. On the running track at intervals of probably thirty feet were placed small pedestals, a step above the track level. With the band playing, scores of girl models stepped around the track to the music, stopping at

each pedestal to display the special footwear styles and the placard of the manufacturer.

In connection with the show one firm making a fancy grade of ladies' footwear engaged no less than twenty-six rooms in one of the finest hotels in Chicago for special display of their goods.

One of the features of N.S.R.A. convention which was held the same time as the exhibition was the address presented by Mr. Howard Blachford, of H. & C. Blachford, Limited, Toronto, retiring secretary and president elect of the N.S.R.A. of Canada. Mr. Blachford spoke as the specially-invited representative of the Canadian shoe trade.

Discussion on Styles

Styles were a subject of keen discussion during the convention and show. The review of the fashion trend, as indicated by the exhibit at Montreal and the opinions of the shoemen who gathered there, so closely coincides with the indications from Chicago that to go into the U. S. organization's deliberations on this subject at any length would be mere duplication. It is interesting to note, however, that the consensus of opinion was that plain white would sell about 10 to 1 against white with colored trimming. The opinion was expressed by some that patents were slipping and that satins were a much safer bet. Crepe rubber soles were mentioned as a likely bet for the flapper's footwear.

In the report of the Men's Style Committee, it was stated that about 70 per cent. of the business done in young men's dress shoes was confined to three lasts—the French, the brogue and the English. Heels



The latest in ornaments—Rhinstone shoe lace tip by the Reynolds Co. Can be conveniently used on either silk or flat tubular mercerized laces

would be mostly 7-8 and 8-8 inches in height and not so extreme, as they would be required to go with lighter weights of oxfords than might be expected this spring. The live reddish shade, it was said, would continue to be strong, but hardly in the volume heretofore. Golden brown and new auburn should be second in demand, with light shades in tan likely to increase as trend developed, but not expected to be strong in competition with former colors being confined mostly to higher grade shoes. Blacks and patents to continue, but it looks as if they would have to be confined to certain lasts and patterns to obtain a volume in the young men's trade.

Montreal Exhibits Demonstrate Paramount Quality of Canadian-made Footwear

The Accompanying Illustrations Show Some of the Most Attractive Displays During the Recent Convention



The Hurlbut Cushion Sole Shoe Company's showing included some sixty samples all told, in infants' children's, lads' youths', growing girls', misses' and women's. Their line is of the flexible McKay type, with cushion sole, and one of the advantages claimed for it, is that it can be easily repaired by any repair man. The exhibit was very successful from a business viewpoint, the company report.



One of the displays which aroused considerable comment was that of the Perth Shoe Co. Their range was snappy and up-to-the-minute, while avoiding fads. The Perth line, as the trade is aware, lays claim to the distinction of being the largest carried by any exclusive manufacturer of women's welts.



Dufresne & Locks made a feature of their lines of novelties which are a recent addition to their range. Two numbers which attracted much attention were a grey suede one-strap, with side basket work and covered Louis heel, and patent one-strap with grey suede collar and apron effect (patent in-lay:d,) 9/8 heel.

Nathan Cummings is known to be there with the latest every time, and he did not disappoint the retailers at Montreal. His range included not only the novelties, however, but a wide range of staple goods.



A particularly picturesque exhibit was that of Bastien Bros. All the skill and artistry of the Indian craftsman was shown in their samples of moose, elk, horse and cow hide moccasins, houndoir and Indian slippers. The "Big Chief" brand was their feature.



Men Who Contributed Toward Convention's Success

Montreal, January 18, 1923.

Editor, Footwear in Canada

Many of the shoe men who attended the Canadian Shoe Trade Convention in Montreal recently were good enough to express appreciation of the arrangements which were made, but certain of those to whom much of the credit is due are so modest that few of the visitors know how much of the success of the Convention is attributed to their efforts. There is danger, perhaps, in singling out individuals for special mention in this connection, that some equally deserving may be overlooked but I should like to refer to the work of Messrs. Joseph Daoust, George C. Gales, Ralph Locke, and C. E. W. Lessard who constituted the General Convention Executive and Finance Committee. It was at no small personal inconvenience that they met many evenings to work out convention details. Mr. C. R. LaSalle was an indefatigable worker and sacrificed a great deal of his time during a busy season, in connection with programme advertising, entertainment arrangements, and sale of tickets. Mr. D. F. Desmarais accompanied Mr. LaSalle on a special trip to Quebec to call on the manufacturers there.

One of the most pleasing features of the Convention was the large attendance of Montreal retailers, many French-speaking merchants being included. This happy result was due largely to the effort of the special Committee of Montreal retailers who made a thorough canvass of their fellow tradesmen. Messrs. A. Daoust and Aime Demontigny constituted the team which led in respect of number of tickets sold, but all the members of the Committee covered their districts thoroughly and several other teams finished close to the leaders. Mr. Wilfred Gagnon, who never yet failed to accept any responsibility placed upon him and to do his appointed work well, is deserving of special mention as also Messrs. Jean Normandin, H. V. Shaw, Peter Doig, Norman Morrison, and Geo. E. Fortin. Members of the Reception Committee and those gentlemen who assisted them are deserving of the thanks of the visitors, Mr. S. E. Wygant, Mr. W. H. Stewart, Mr. J. Normandin, Mr. R. Brosseau, Mr. R. L. Savage, Mr. J. A. Lavoie, Mr. Paul Lambert, Mr. L. Scheuer and Mr. A. Daoust, having been especially active.

Never in the history of the shoe trade in Canada has there been more zealous co-operation of all committees in bringing about a function such as the joint convention which closed on Wednesday night.

Yours faithfully,

Canadian Shoe Trade Convention
(Signed) S. Roy Weaver,
Convention Secretary

Young Winnipeg Shoeman Opens up for Himself

Mr. W. W. Kendall has just severed his connection as manager of the Winnipeg Store of The Hartt Boot and Shoe Co. Ltd., to start in business for himself. He has taken over the Avenue Shoe Store, 365, Portage Avenue, Winnipeg, which has been owned and operated by George Douglas for the past ten years or so. The business will now be known as "Kendall's

Smart Shoes" and will carry a full line of men's, women's, and children's footwear.

Mr. Kendall was born at Waterloo, Que., in 1894, and received his education in that town. He left home at the age of 17, and located in Winnipeg, where he joined the sales staff of the original Regal Shoe Store, 289, Portage Ave. In 1916, the business was taken over by J. B. Kilgour, who opened up an exclusive ladies shoe store, and appointed Mr. Kendall as manager, although the latter was only 22 years of age at the time. In 1920, Mr. Kilgour sold his entire stock, and the premises were taken over by The Hartt Boot and Shoe Co. Ltd., who remodeled the store,



Mr. W. W. Kendall

and put in an entirely new stock of high class footwear. Mr. Kendall continued the management of the business until he resigned at the end of last month.

In connection with Mr. Kendall's new venture, he intends to conduct his business along the same high class lines as he has been accustomed to in the past, but at the same time to carry a few lines of moderately priced shoes. The old stock will be disposed of, and replaced by an entirely new range.

Mr. Kendall starts his new enterprise under favorable auspices. He has a thorough knowledge of the shoe business, a genial and pleasing personality and the ability to handle the public as well as a sales force. He is a believer in advertising of the right kind, and takes a great pride in his window displays as well as the appearance of the interior of the store.

A Display that Will Win Attention

There is nothing that so catches the attention of a crowd as a bright child. Notice when a mother boards a street car with an attractive youngster how many eyes are immediately turned toward it. The children and their interests strike a note to which nearly everybody responds, and this suggests that a window dressed with a few pairs of very pretty babies' shoes, with a distinctive setting, including some handsome pictures of children would have strong attention-getting value.

Easter Business Will be Good If—

**the Shoe Retailer Makes it Good by Using the Right Kind of Merchandising and Publicity—
Now's the Time to Lay Your Plans—Make "Style" the Keynote of Your
Campaign—Why not a Footwear Fashion Show?—Helpful Ideas
for Your Newspaper Advertising and Your Windows**

Prospects for business this spring are better than some shoe dealers realize, but after all, it is the merchant who plans for business and carries out his plans who gets it. The aggressive merchant gets business when his less active brethren in the same block are twiddling their thumbs waiting for it.

Spring and Easter business plans may well include an advertising campaign along the following lines:

Planning Your Publicity

As soon as the decks have been cleared of the sales campaign—and when the sale is over every vestige of it should be removed from sight—the first newspaper advertisement announcing the arrival of new Spring lines should appear. These announcements might, in a general way, introduce the idea of purchasing the new spring styles early, showing the desirability of being first with the new styles, and at the same time hinting that this particular store has the choicest selection of the latest things, and will continue to have the pick of the styles as they are introduced. The advertisements might go so far in a general way, but it is always advisable to offer some item of particular interest. Therefore a single style should be singled out in each advertisement for special mention.

"Style" The Keynote of Easter Advertising

Until after Easter it is scarcely necessary to mention any of the usual attributes of a woman's shoe, except "Style." "Style" is the word to keep on the lips. Fit, comfort, wear, and such things are essential to a satisfactory shoe, but for Easter business "Style" is the thing of first importance. "Style" must be stressed so that there can be no doubt that the advertiser has "Style" footwear for sale. If he can get this "Style" idea across he will have no trouble in doing the staple business along with the "Style" business of the season.

If "Style" is to be the keynote of the early campaign, who should the shoe dealer advertise to? Should he advertise "Style" to the general patron? If he does he will not get good results. He must advertise "Style" to people who want it and appreciate it—the younger set.

Advertisements that are aimed at too many classes of customers are so general that they are not convincing. An advertisement directed to a certain single individual—representing a single class—will bring results, always providing the advertisement is worthily written, and it reaches the class of advertisers aimed at.

Newspapers are read by practically all classes to-day, but sometimes we find a locality where the newspaper is of such little interest that the younger

set do not read the papers. Therefore, to reach them some other means must be found.

Use Leaflets and Folders

Booklets and folders afford a means of reaching people who may not be reached by newspapers, and offer a supplementary aid to newspaper space, in any case. Manufacturers who supply booklets expect them to be distributed by the merchant. To insure this they are often sent from the office of the manufacturer, the local dealer supplying the names. If booklets or leaflets of lines handled are to be had by the dealer he should make the best use of them possible, and that is to distribute them.

A folder need not be expensive, but it should be printed on good paper and neatly folded and enclosed in a fair quality envelope for distribution. If too cheap a stock is used, the beauty of the job is marred and the desired effect of tone and style is absent.

A personal letter may be used with good results in advertising the Easter styles. Such letters should be personal, and not printed imitations. Unless the merchant owns a typewriter and has the time to write the letters, or has an office assistant to do it for him, he had better not undertake to use personal letters, although a neatly written letter in longhand will be just as good as one typewritten, but will take much longer to write. These letters may be written at leisure times and sent out in a single mailing, or as written.

Early in March is an opportune time to stage a "Style Show" of some kind. The shoe dealer located in an isolated block in a city might co-operate with his fellow merchants in getting the public to his locality and into his store by holding a joint style show. The dealer in the average circumstances will not be able to offer much in the way of living models and the usual paraphernalia of the large city style show, but that need not prevent him from using his opportunity and getting business from the effort.

The following brief suggestions will serve to show how this can be done by the shoe dealer, even in a small store:

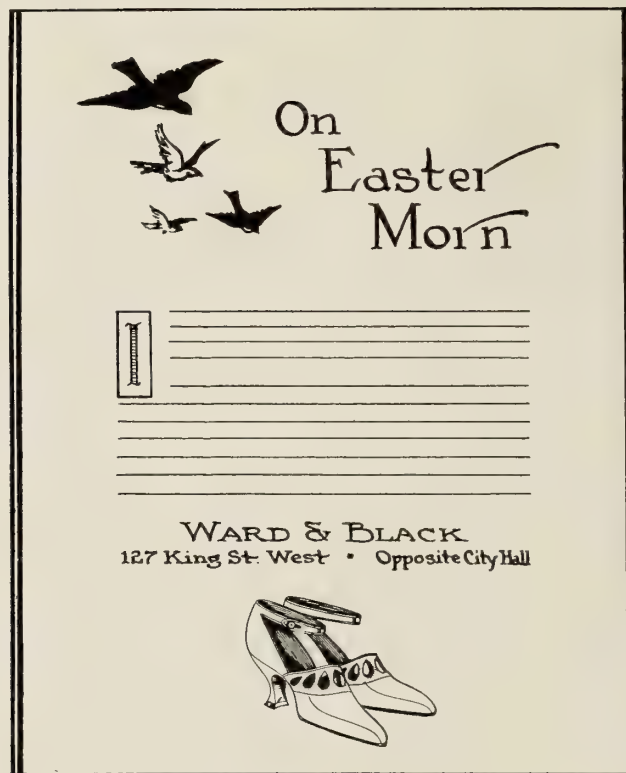
1. Decide to have a Style Show and to call it such.
2. Decide upon the date, whether day or evening, whether one day or more, whether goods shall be sold during the style show or not.
3. Decide how the styles are to be shown. If living models are used only the lower limbs need be shown to the visitors at the style show, and this will save a lot of trouble and expense in regard to costumes. In the average store the living model stunt may well be dispensed with as a delusion and a snare.

To show the styles when living models are not to be used, it is only necessary to build a runway down

(Continued on page 36)

Get Your Share

Here Are Some Effective Suggestions



The Aristocrats of Shoedom

It is shoes like these that help to make Easter the interesting time it is.

On Eastern Morn

It is woman's right to be stylishly shod at Eastertide —above all other times.

A visit to Ward & Black's will enable you to indulge your most cherished fancies in fashionable shoes.

Ward & Black
127 King St. West,
Opposite City Hall

Easter!

And here are the newest Shoe Styles.
The pick of the finest Canada produces.



A Easter Trade

For Your Easter Publicity. Plan Ahead.



?
How about a Lantern Slide
for Your Local Movie House?

ter
e Easter
ny ankles
th in new
Their
the great-
hosiery is

Footwear in the
d Choicest Styles
h to be in keeping with
Easter, yet so refined
to the most exclusive.
ie newest idea in a cut-
will appear in our win-

Bros. Toronto



Your Easter Costume

TURNER'S SHOES

430 Main St. Smithville

Your Easter Costume
will find its most exquisite finishing
touch in a pair of
Turner's Shoes
Fashion's last word in Spring ox-
fords—the newest ideas in lasts and
patterns, expressed in the highest
quality footwear. You will find
them all at
430 Main St., Smithville

**New Shoes
to Match Your
Easter Clothes**
A man's style, or
lack of it, begins
with his shoes. If
you want "pep" you
can't get away from
Mack's
Note the model in
the illustration. for
example—it's a knock-
out. Drop in and see
for yourself.
Mack's Shoe Store

(Continued from page 33)

the centre of the store on which to display the styles. Where the seats are set back to back down the centre of the store, they may be drawn nearer the sides and a platform built between them, which will form a runway for the display of the goods.

4. As to decorations, a few plants in pots, a few artificial sprays and flowers, a few feet of lattice, made of strips of wood and painted white, and a very presentable interior may be made. A floor lamp may be borrowed from a neighboring merchant; a phonograph, also, with sufficient records to enliven the hours of the style show.

5. The window decorations during the style show and throughout the entire spring season should reflect only spring styles. It is absolutely contradictory to advertise new spring styles and then display more staple lines in the window. The windows and the advertising must synchronize, or the effect is bad.

The new styles should then be displayed in groups on the runway with appropriate card explanations. These groups may be made up of footwear suitable for various occasions, such as, "For Evening Wear," "For the Street," "For Sport Wear," etc. Other groups may be made up of styles suitable for certain persons, as, "For the Business Girl," "For the Afternoon Call," etc.

Care should be taken that the shoes in each group are new to the customers of the store, and that "correct" styles for each purpose and use are designated.

If the merchant desires to give a little talk on each group and explain some of the points of style that might be overlooked by the average person, and say something about the leathers used and the manner in which the shoes are made, the visitors will prob-

ably be more properly impressed with the displays.

Good show cards will help. Those dealers who took advantage of the course of lessons in show card writing that recently were printed in Footwear, for their benefit, now know the great value of using readable show cards. Where possible those cards should not be made up merely of phrases, but they should symbolize the season and the timeliness of the merchandise being displayed. In accompanying illustrations some interesting suggestions are shown.

Some shoe dealers believe that weather alone affects business, and that it is too early to advertise spring lines of shoes as long as the ground is covered with snow. This is probably nearly the fact in small village stores, but in towns and cities the weather does not affect trading as much. There is an active "younger set" who are anxious to be "first" in everything, to be "early" in the matter of style, etc. The extent of this class is the only limit the shoe dealer will find to the possibilities of early spring results from his advertising.

The shoe dealer who has the merchandise should make an effort to be "first" in the introduction of new styles to this younger set. They are good customers. They do not limit their purchases to the needs of the hour as other customers do, but buy on impulse.

Don't Lay all Your Cards on the Table at Once

Some merchants bring out every new style they receive and place it on sale, mostly without comment in the advertising, or in the windows. A great opportunity is lost here. It is wise to withhold some styles from stock for a few days so that a new style may be introduced every few days. This continual bringing out something new is what impresses the persons interested in style lines.

The Wrong Word!

How it Lost to the Firm of Worth & Son the Patronage of the Rich-Brown's

He was a young man of about twenty, bright-eyed, alert and well-groomed. He moved briskly, yet quietly, from customer to customer, prompt, courteous and attentive. To all appearances, he was the born salesman, typical of the sort that turns in a big tally at the end of the day. He was a recent acquisition to the staff of Worth & Son and was very keen for business.

As I sat there waiting for the Manager, with whom I had an appointment, a well-tailored, cultured-looking elderly gentleman, whose family, I afterward learned, were the leading patrons of the place, entered the shop. The suave young salesman approached, and in just the proper manner, offered to serve him. The aristocratic gentleman was a bit bearish; it was still rather early and he had come down in a closed car.

To the usual enquiry he answered, "Boots for street wear, please. For myself, yes." His whole personality demanded prompt and silent

service. The young man sensed that at once and he produced, as if by magic, several high-class samples of footwear. Then occurred his faux pas!

The valued customer had turned over the price tag on the last pair and then, with an air of finality, began to draw on his gloves. The clerk misunderstood, and in a voice that carried to the other customers he said, "I have a cheaper boot here, sir—" He got no further. "A cheaper boot?" repeated the affronted gentleman. "I don't want a cheaper boot. There are lots of cheaper boots—everywhere." His grey eyes snapped like polished steel. Without another word he turned from the abashed clerk and left the shop.

And so did the Wrong Word lose to the firm of Worth & Son the patronage of the Rich-Browns.

Canadian Shoemen in Convention Discuss Problems of Industry

The Style Craze, Costs of doing Business, "Wildcat" Competition, Failures and Their Results, Dispensation of Credit, Some of the Many Topics Dealt with—Discussions Reveal Remarkable Unanimity of Opinion in All Branches of the Trade—Plans for Co-operative Action

The Meat of the Proceedings

The convention in Montreal last month was the biggest thing the Canadian shoe industry ever attempted to put across. That it will be repeated, there is not the shadow of a doubt. Year by year it will develop in size and importance, keeping pace with the growth of the industry and contributing thereto. On this, the first annual event of its kind, shoemen were attracted from all parts of the Dominion—not in great numbers, it is true, from the far outlying points, but it is significant nevertheless that many men from points as far distant as Victoria and Vancouver, Halifax and St. John, thought it worth the considerable expenditure of time and money required for such a long trip and travelled all the way to Montreal. Those of them with whom we have had the pleasure of talking express themselves as more than satisfied with the results of their visit, and there is good reason to believe that the enthusiasm which they will communicate to their fellow merchants in their different localities will bring still larger numbers in future years.

An Opportunity for Summarizing the Situation

Never before in the history of the industry has there been an equal opportunity for sounding out trade opinion and summing up the entire situation with regard to trade conditions and problems. Most of the big men in the business were in attendance

and there was a most illuminating and helpful exchange of views.

It is not our intention to burden our readers with minutes of the proceedings in all their details. We purpose rather to pick out the salient points and review them, so that the busy shoeman will get a bird's-eye-view of the whole event and, at the same time, some enlightening close-ups of those matters which most closely concern him. Many interesting papers were presented, which we will take the opportunity of quoting from, rather than reproducing in full at this juncture. Some of them we shall hold for comment in later issues, when the information they contain will be just as timely and much more readily assimilated. We wish to avoid the possibility of giving our readers mental indigestion through an over-dose of weighty material.

The matters which are exercising the minds of the shoemen of Canada to the greatest extent, as indicated by the convention discussions, are the following: (1) The stabilization of the style trend; (2) Reduction of costs; (3) Curbing unfair competition of irresponsible dealers; (4) The solution of credit problems; (5) Combating the evil effects of bankruptcies and the sale of bankrupt stocks; (6) Co-operation of all branches of the trade to these various ends.



Howard Blachford, President-elect
of National Shoe Retailers Assn.
of Canada



J. A. McLaren, President-elect
of Wholesale Shoe Assn. of Canada



J. E. Warrington, President-elect,
of Shoe Manufacturers Assn.
of Canada

Style Craze a Menace to Shoe Industry

The whole convention was a commentary on the fact that the interests of all branches of the trade exactly coincide. All are agreed upon the damaging effects of the style craze and the necessity of getting down to saner and more stable level of operation.

Said Mr. Stephens, the retiring president of the N.S.R.A., in his presidential address: "My advice to the trade at the present time is to be cautious. Buy carefully and sparingly. Keep your stocks down to the lowest possible point. This is not only my advice, but also that of the largest business interests in the Dominion. There is only one way—as I see it—in which shoe stocks can be maintained at the lowest point and that is by the elimination of the

late business has brought a downfall in our business. If the dealer himself does not realize this, the chartered accountant or his banker will point out that fact when he puts his finger on the weakness of his financial statement.

"I wish to say right here as one who has had 20 years of successful retailing and who has followed the game very closely that quick style changes should be frowned upon by all the retail trade and that any style changes should be in moderation and keep within the season at least—in my opinion they should be confined to slippers, pumps, or footwear that is created and worn at the dansant, dress, or special occasion. Footwear for men, women and children for the street and every day wear should be kept strictly to staple lines, so that we could buy and sell on a reasonable mark-up and work them out with practically no depreciation except what is customary and necessary on regular twice-a-year clean-up sales.

"I would urge that the retail trade put themselves on record at this meeting, and either persuade, or demand that the manufacturers see to it that a sane style policy be adopted to eliminate the suicidal depreciation that we have gone through. Unless this is done and done immediately, not only will the retailer take his loss, as he is doing, but so many will go out of business that the manufacturer and wholesaler will have to take the balance of the loss when they sit round the assignment table—till in the end they too will probably find themselves forced to make an assignment."

From the manufacturers come assenting voices. We quote Mr. A. Lecours, of the Canadian Footwear Co.:

Reflects Back Upon Manufacturers

"Your experience, has no doubt, proved to you that the fact that making and offering new styles every week to the retailers, has been detrimental to yourself, as you were putting the retail merchant in a position where he would not know what lines to buy. You have very often heard, or have had the following remark made to you by your travellers, in regard to this style's problem, where the customer would say: "How do you expect me to order shoes from these samples? Before this order is made up and shipped, you will call on me again to offer me other novelties. We are accumulating too much bad stock, following that policy. We shall buy later on."

"I believe, Gentlemen, that the retail merchants are right in complaining, and I would further state, that by doing this, we are working against our own interests, and that we contribute towards stopping the merchant from buying, or we delay the placing of his orders. We do not do justice to our lines, and help to kill them by the fact of producing new ones every month or every week. I feel convinced, Gentlemen, that there is a way to overcome this trouble, which is what I intend to suggest. I would not say that this proposition will solve the problem, but I think that if we were to adopt it, it would mean quite an improvement.

Suggests Three Placing Dates

Allow me, at first, to put this question to you: Do you believe that the old way of placing orders will ever come back? I mean the placing of orders in September and October for Spring, and April and

National Shoe Retailers' Association of Canada

Officers Elected for 1923

President: Howard C. Blachford, Toronto.
1st Vice-president: C. R. LaSalle, Montreal.
2nd Vice-president: C. F. Rannard, Winnipeg.
3rd Vice-president: Hugh Murray, London.
Honorary secretary, J. L. Chisholm, Toronto.
Honorary treasurer, J. W. Jupp, Toronto.

Provincial Chairmen

British Columbia, James Maynard, Victoria,
B.C.; Saskatchewan and Alberta, Wm. Marshall,
Moose Jaw; Manitoba, John Affleck, Winnipeg;
Ontario, Geo. St. Leger, Toronto; Quebec, H.
Gibbins, Montreal; Maritime Provinces, H. W.
Rising, St. John.

style craze which has been for the last three years gradually ruining the shoe business of this continent. If style shows and mid-season and post-season styles were exterminated, it would not be long before the shoe business would right itself."

Mr. C. F. Rannard, of Winnipeg, expressed himself, if anything more strongly, on the situation, in the course of a very excellent paper. He said:

"Another problem that I would like to speak to you about which is most critical and which is undermining the retailer from coast to coast today, is the strenuous period of style, and style changes so radical, following so quickly on the depreciation of high priced merchandise that we had, and which we have all had to take, since 1920 when merchandise was at its peak.

Fashion Craze Has Hurt Business

"Before the new merchandise was received and checked off in our stores, the manufacturer's representative called in with something newer and better which he told us we ought to have. We were so anxious to keep in the running that we bought more and thus the dangerous experiences of 1920 were repeated. Some of us think it is good business, but I am satisfied that when each one of you has taken your inventory and figured out the standing of your business at the end of 1922 you will begin to realize that the style changing that was brought on to stimu-



C. R. Lasalle, (Montreal)
First Vice-president



Hugh Murray, (London)
Third Vice-president



C. F. Rannard, (Winnipeg)
Second Vice-president

NATIONAL SHOE RETAILERS' ASSOCIATION OF CANADA

May for Fall. My opinion is that we shall never see those conditions prevail again, and this is where my suggestion comes in. I would suggest three placing dates per year: January 1st., May 1st., and September 1st. At those dates only, we would have the privilege of showing new styles, and we would bind ourselves not to offer any novelties between those dates, but any manufacturer could copy the lines already on the market, offered by another Canadian concern.

"With this policy, we would have three seasons of four months each. The retailer would then be assured of a period of four months, during which there would not be any novelties offered. He could then place orders without hesitation, knowing he would have time to dispose of his goods in the course of the four months. This is all my suggestion, Gentlemen; it is simple, easy of execution, and if with your co-operation, we can improve it, so much the better, because I feel as though we should take steps to

stabilize our trade, and re-establish our industry on a solid and secure basis."

The Judgment of the Retail Trade

The feeling of the retailers, as a whole, was expressed in the following resolution:

"Whereas the multiplicity of styles and the frequent introduction of variations of same, especially between seasons, are alike inimical to the interests of the shoe manufacturer and distributor as involving on the one hand large and increasing costs of production, and on the other hand, abnormal increases in retail stocks and consequent losses from this as well as depreciation of goods.

"Be it resolved that the Executive of this Association be instructed to further take up this question with the Shoe Manufacturers' Assn. of Canada, with a view to complete co-operation of the two organizations for the amelioration of conditions that are menacing and costly to the whole trade."

Trade Must Guard Against Increasing Costs

Cutting costs and the reduction of the overhead of the industry—a problem closely allied to the matter just dealt with, that is, the style situation—received considerable attention in its other phases. There is a widespread feeling that the present is a dangerous time to make any appreciable increases in prices, while a continual upward pressure is being exerted from the basic sources of the industry, the hide and leather markets. The situation is a difficult one and the comments of leading shoemen upon it are of paramount interest.

Past-president Stephens takes the view that cheaper shoes, rather than higher prices, is the objective to be aimed at. He says: "Labor is another serious problem that we have to face and is one of the big factors in the cost of living. We cannot look for much cheaper shoes as long as labor costs main-

tain their high level. There is only one thing to offset this, and that is improved machinery, greater efficiency and increased time for work or larger output per man and machine."

Again we quote from Mr. C. F. Rannard, who is strongly of the opinion that prices must be kept down:

Public in No Mood for Higher Prices

"The wise merchant will buy only what he needs, not what he wants or what the other fellow wants to sell him. I would say to the retailer, 'Have no fear as regards higher prices.' The manufacturer, wholesaler or supply house will have to absorb any increases in costs, just the same as the retailer is absorbing his increased costs and increased overhead. This is necessary because the buying public are not in the mood to pay higher prices. They are willing to seek

a cheaper grade or go where prices are lowest. In fact, the public today frowns on anything that they think is high in price.

"I read that America will soon feel the competition of the German tanner in calfskins as well as other leathers and that the tanner fears German competition far more than that of any other country, because of the low wages paid in German tanneries. The highest paid labor in German tanneries is equal to \$.40 per day, and the accomplishment is equal to about 60% of the same class of labor in American tanneries. Therefore, the German tanner is getting for \$.60 a day a class of labor that is costing American tanners from \$35.00 to \$75.00 a week, and I can

right it will be a survival of the fittest. Today, with the development of transportation facilities, etc., the world is much smaller than at any time in our history.

The Living Wage

"When the War was on the everlasting topic was 'The Living Wage.' Money became plentiful, everything got so high—and then the crash came. When money was plentiful, everybody wanted to spend money freely and without thought. This craze to spend money on luxuries has not abated. The business and the business man today is struggling to make enough money to take care of the wants, not the needs, of the sales force, and with the buying public making a strike against buying, he is left in a sad plight.

"What we require today is to get back in expenses, get back into making a reasonable profit, and get back to making a reasonable profit for money invested. How are we going to do that? Only by being able to set the standard or policy of paying for what a thing is worth, paying only for service that is given, and each individual—rich or poor—seeing to it that he or she lives according to their means."

The Burden of Taxation

The matter of taxation is one that has a very important upon costs of doing business to-day. The immediate past president expressed what seems to be the general feeling of the shoe trade on the situation, when he said:

"Our national debt is too large and, by latest government reports, has increased over \$40,000,000 this year. There is only one way to offset this and that is to attract and influence immigration to Canada. Unless our population increases more rapidly we cannot expect to feel any freedom from taxation and too much taxation is hurtful to business and industry.

"While on the subject of taxation I might say that since our last convention the Sales Tax has been increased to 4½ per cent on home products and to 6 per cent on imports. This form of taxation, (while it has its objections) is a great improvement over the Luxury Tax which was such a worry and annoyance to the trade. For many years we may expect to be heavily taxed, but our association should join with all other business interests and urge that the government adopt, entirely, concealed taxation, even if the Sales Tax has to be increased; any other form has the effect of antagonizing the tax payer and should be avoided."

It would be straining a point to state that there is complete unanimity with Mr. Stephens' view. Many retailers are quite strongly opposed to the sales tax, on the grounds that it has, in the long run, to be absorbed by themselves. However—what can be done about it? No form of taxation will please everybody. The one point on which all are agreed is on the reduction of taxation.

While speaking of the subject of costs of doing business, it may be pointed out that there is a reverse side of the question, which received not a little attention at the convention, namely the calculation of costs. While all were agreed on the necessity of reducing operating and overhead expenses to the lowest possible, there is a strong conviction on the part of many shoemen that the difficulties of the industry are often seriously accentuated through men in its various branches who presume to do business without proper knowledge of what those expenses are. These pseudo business men, while steering with the utmost

The Shoe Manufacturers' Association of Canada

Officers Elected for 1923

President: J. E. Warrington, (John Ritchie Company, Quebec).

1st Vice-president: L. P. Deslongchamps, (Slater Shoe Company, Montreal).

2nd Vice-president: J. A. Walker, (Walker-Parker Co. Toronto).

District Representatives Executive Committee

Western District: R. J. Leckie, (J. Leckie Co., Vancouver).

Ontario District: G. W. McFarland, (Williams Shoe, Limited, Brampton); F. H. Ahrens, (Charles A. Ahrens, Limited, Kitchener); W. H. Duffield, (John McPherson Company, Hamilton); S. H. Parker, (Parker-Steel Shoes Co., Preston); G. H. Ansley, (Perth Shoe Company, Perth); L. C. van Geel, (Tillsonburg Shoe Company, Tillsonburg); Geo. A. Blachford, (Blachford Shoe Mfg. Co., Toronto).

Quebec District: J. M. Stobo, (J. M. Stobo Co., Quebec); D. Marsh, (Wm. A. Marsh Company, Quebec); J. B. Goulet, (O. Goulet & Sons, Quebec); J. E. Samson, (J. E. Samson, Enrg., Quebec).

Montreal District: Wilfrid Gagnon, (Aird & Son, Montreal); A. Lecours, (Canadian Footwear Company, Montreal); John T. Tebbutt, (Tebbutt Shoe & Leather Co., Three Rivers); Albert Tetrault, (Tetrault Shoe Mfg. Co., Montreal); N. Macfarlane, (Macfarlane Shoe Limited, Montreal); R. Lanthier, (Kingsbury Footwear Co., Montreal).

Maritime District: A. Reid, (Hartt Boot and Shoe Co., Fredericton).

NOTE: As Past Presidents, Mr. F. S. Scott and Mr. Joseph Daoust, also will be members of the Executive Committee.

Manager and Treasurer: S. Roy Weaver.
Secretary: Lionel Theoret.

say that this can be applied to a certain extent to the manufacture and shipping of boots and shoes. Factories as a rule are running on short time. I am told there are too many manufacturers to supply the demand, just the same as there are too many retailers in the business, and it seems to me that if this is

certainly for the bankruptcy courts, offer very difficult competition for the legitimate operator, both during their reckless and improvident course and immediately following the wreck.

This matter was considered of such urgency and importance by the manufacturers that it was made the subject of two comprehensive addresses at their sessions—one by Mr. Howard P. Cobb, C.P.A., and industrial engineer, of Boston, and the other by Mr. Wilfrid Gagnon, of Aird & Son.

Opposition to Increase in Freight Rates

The unanimous sentiment against any step which would aid to the already heavy costs of doing business was expressed in the united opposition of all branches of the trade to the proposed Freight Classification No. 17. Were this Classification put into effect, it would result in a 50 per cent increase in the freight rates on all shoes shipped in fibre cases. A strong delegation, representing the Shoe Manufacturers' Association of Canada, the Wholesale Shoe Assn. of Canada, and the National Shoe Retailers' Assn., waited upon the Freight Classification Committee on Jan. 17 and submitted a brief, prepared by Mr.

S. Roy Weaver, which presented the case on behalf of the shoe industry in a very telling way. Mr. Weaver since advises us that the representations are believed to have been effective, but the Shoe Manufacturers' Assn. and the Shoe Wholesalers' Assn., were requested to urge their members to see to it that all shipments of boots and shoes leaving their factories or warehouses be sealed with a strip of adhesive paper tape bearing, in large printed letters, the name of the company from which the shipment is made, the name to appear every three or four inches on such strip, and that the carton be sealed completely along the join of the flaps. It was also asked that manufacturers and wholesalers circularize their customers advising that, if they find such printed slip broken, they should not touch the case except in the presence of the transportation company's representative. "We have good reason to believe," states Mr. Weaver, "that the proposed discrimination against shipments in fibre boxes will be withdrawn and that the carload minimum, 3rd class rate, be held at 20,000 lbs. instead of increased to 24,000 lbs., as was proposed by Classification No. 17."

The Pirates of the Retail Shoe Business

That irresponsible dealers are a menace to the stability of the industry is a conviction which is very strongly held by the established and legitimate element of the retail trade. Mr. Rannard sized up the situation very forcefully, in his address, when he dilated upon the depredations of the "scalawag."

"Wildcatters" Demoralize Trade

"I am not conversant," he said, "with the details of the trade in other parts of the country, but I think that what applies to the West would apply to any part of the East. What my thoughts are centering upon and what I would like you to think of is the class of merchant who is creeping into the trade, who is largely responsible for demoralizing the trade. That man I would term the "scalawag,"—or you can call him the "wildcatter" if you like.

"Years ago the retail shoe trade was looked upon as one of the best of the mercantile professions, although in those days they possibly had their pro-

blems. But during the last few years there has been an unscrupulous group enter the field.

"Now you all know there is only one way to gain success and that is the upright, straight-forward, sound methods that will stand the test from time to time, and while we are all in the profession to make money at the same time we should set our eye on the Star of Character.

Absence of Ideals

This policy and ideal do not interest the scalawag. His purpose is to make money by hook or crook. In advertising he does not care what words are put in his advertisements, as long as they will bring the people in so he can gold brick them.

In buying from the manufacturers or wholesalers, any excuse or story that he can put across in order to get his goods to help gain his ends is his sole idea. In dealing with the customer, his one idea is to look



L. P. Deslongchamps, (Montreal)
1st Vice-pres., Shoe Manufacturers'
Assn. of Canada



S. Roy Weaver, Manager and Treas.,
Shoe Manufacturers' Assn. and
Wholesale Shoe Assn.



Arthur Congdon, (Winnipeg)
1st Vice-president, Wholesale Shoe
Assn. of Canada

out for himself and do his customer once at least, and that once good and plenty.

After the business is run as long as it can run he thinks it is time to get a settlement on the best terms possible and let the manufacturers or wholesalers take the loss. He thinks it is good business, and naturally he has the right to say he is a good business man. Then the thing is repeated until someone else of his own family, or relations buys the stock in at a low price, and then it is again dumped on the public with the idea of making more money, and this is repeated from time to time.

You know what I am getting at. You know how impossible it is for a square business to compete with these tactics.

Buy on Character

Not so long ago buying used to be done on the basis of sentiment. But as time went on we became more efficient and bought on values. But the most recent development, which I follow, is to buy on character and value. I look at the character not only of the merchandise but of the manufacturer and his representative. Then I look at his merchandise on the basis of value. And if the character of all three factors is high, and the value good, I buy the goods. This principle should be of value to the retail shoe

man under present circumstances. Moreover, it should apply to the running of his store, as the public are in the mood to follow similar lines. If the retailer follows it himself, and educates his customers to do the same, he will have done much to remove one of the pressing evils of the trade.

But for the present situation who is to blame? The manufacturer, the wholesaler or the supply man is to be blamed for assisting and supporting the scalawags and the nuisance has been so prevalent that every time the supply man sits in with the other creditors, and has to take his loss, he gets very little sympathy from the staid and reliable business people that are carrying on year in and year out paying 100 cents on the dollar for their merchandise.

"I say this, that it is up to you—that when you find out that any supply men, whether they be manufacturers, wholesalers, jobbers, travellers, are supplying these scalawags without discretion, that it is up to you to refuse to patronize such firms or persons. Let them go elsewhere to sell their merchandise and in this way you will assist in stamping this out of the trade. I would say to the supply house that the banker is seeing to it that he does not take the loss. These failures are keeping the credit and assignee firms working overtime because their numbers are increasing from year to year."

Combating the Epidemic of Failures

The scalawag and his devious methods is a big factor in the situation which has arisen with regard to bankruptcies. Both manufacturers, wholesalers and retailers agree that sharp practice has been common in connection with assignments and compromises—that the man who fails is not always the man who loses—and also that frequently ignorant and incapable dealers, who are not fitted to operate a store, are allowed to set up in business and are even given a second chance after they have come a cropper.

Failures—Their Causes and Effects

A brief, but illuminating, address on the subject of "Failures," was presented by Mr. Jos. Daoust, past-president of the Shoe Manufacturers' Assn.

Mr. Daoust divided failures into two groups—honest and dishonest. The man was assigned or compromised was often an honest and honorable businessman, who was forced into difficulties through circumstances he could not control, but there was also the other kind, who failed in his own interests.

The honest failures Mr. Daoust subdivided into five classes:

First Group—Honest Failures

1. Those caused through fire loss from accidental causes.
2. Those resulting from depreciation in merchandise through style changes and over-stocking.
3. Those resulting from losses on account of bad debts.
4. Those resulting from losses through long illness, interfering with the proprietor's operation of the business.
5. Those resulting from unfair competition on the part of neighboring merchants.

Second Group—Dishonest Failures

The men whom he placed in the second group, dishonest failures, he likewise subdivided into five classes:

1. The man who gets in difficulties through living beyond his means.
2. The man who gambles or speculates in stocks with creditors' money.
3. The immoral dealer, or the man who drinks.
4. The ignorant and improvident dealer who creates unfair competition for his neighbors by selling at too low prices.
5. The scalawag, or crook, who is out to beat his creditors.

These two groups, said Mr. Daoust, must be handled in different ways. "There are three methods

The Shoe Wholesaler's Association of Canada

Officers Elected for 1923

President: Mr. J. A. McLaren, Toronto.

1st Vice-president: Mr. Arthur Congdon, Winnipeg.

2nd Vice-president: Mr. George Brown, Quebec.

Executive Committee

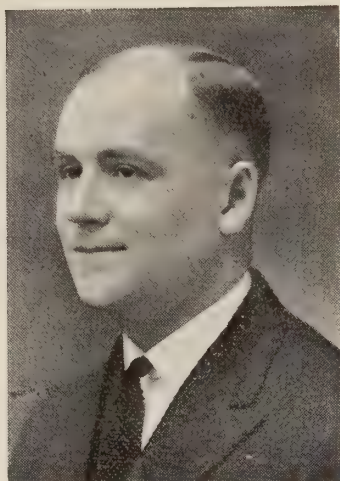
Maritime Provinces, Mr. C. S. Sutherland; Quebec, Mr. E. Darveau; Montreal, Mr. W. Girouard, Mr. J. Normandin, Mr. H. V. Shaw; Ontario, Mr. R. B. Griffith, Mr. R. B. Wanless, Mr. H. White; Manitoba, Mr. J. J. Kilgour; Saskatchewan, Mr. Harley Henry; Alberta, Mr. J. D. Dower; British Columbia, Mr. John Damer.

Manager and Treasurer: S. Roy Weaver.

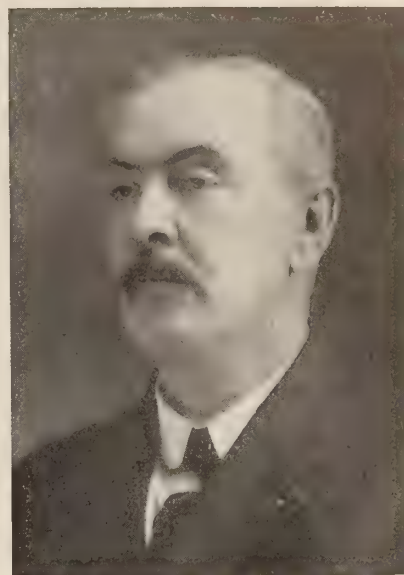
Secretary: Lionel Theoret.



J. A. Walker, (Toronto)
2nd Vice-president, Shoe Manufacturers' Assn. of Canada



Lionel Theoret, Secretary,
Shoe Manufacturers' Assn. and
Wholesale Shoe Assn.



Geo. Brown (Quebec City)
2nd Vice-president, Wholesale Shoe
Assn. of Canada

of dealing with dealers who are in financial difficulties," he said.

(1) When a man shows a surplus, he may be granted an extension of time.

(2) A compromise may be granted.

(3) Liquidation or assignment may be resorted to and the estate closed.

Extensions Ineffective

"Extensions have been granted quite freely of late, but in my long experience, they have not proved successful, because the credit of the man who gets the extension is injured. No one wants to sell him to him and he is placed in the position where it is impossible for him to carry on business successfully and meet his obligations. I don't believe I have seen 5 per cent. of those who have operated on extensions of time finally escape bankruptcy. It is only the prelude to complete insolvency, and sometimes it has the evil effect of forcing a man to dishonest practices in the endeavor to disentangle himself from his difficulties.

The Machinations of the Crook

"The honest man is to be handled differently from the crook, but the trouble is that the crook frequently escapes. He is the curse of the trade. He will move out of his store a large portion of his stock and offer to buy back the balance at 25 cents on the dollar. Is it better to say to him, you must get out of business. I have tried that method, but it didn't work out. The stock has been sold at auction, and then, afterwards, to my surprise I find the same man in the store.

"There is a reason for that; if you liquidate the assets, comprising stock of merchandise, and book debts, and also fixtures and equipment, you may find that there are claims from relatives on loans. Here is the stumbling block on which you fall. Those claims must be paid out of the assets, unless you wish to fight the matter in court, where high costs are involved and you may possibly unsuccessful."

Mr. Daoust declared, however, that it was time

for the manufacturers to show a little backbone. It had been too easy for a man to go before his creditors and get them to agree to accept so much on the dollar. For the honest business man who had got into a difficult situation through force of circumstances he had the greatest sympathy, and felt he should be leniently dealt with, but the manufacturers should do everything to their power to eliminate incompetent and dishonest dealers from the industry.

The speaker made references to the Bankruptcy Act, regarding which there was so much criticism, and stated that arrangements had been made for a meeting of several associations of interested parties with the object of making an effort to have the law amended at the next session of parliament. He asked for any suggestions from those in attendance.

From the retail benches was forthcoming the plea that something should be done to combat under-selling. It was pointed out that, if the manufacturers wished to be advised regarding dealers who were cutting below reasonable prices, it could be easily done, as competitors of the price-cutter would be ready enough to supply the information. Of course, if the dealer who was following this course were strong financially and was paying his bills, his creditors might find no good excuse for questioning the prices at which he was selling, but, in the case of the man who was not paying his bills, they should take action to prevent his being able to buy and sell again. In such action, they would have the support of the retail trade.

Manufacturers Service Reports Unfair Practices

Mr. J. E. Warrington pointed out that the manufacturers had had in operation a service for the past year, which reported firms that had been guilty of unfair practices. If any manufacturer had reason to believe that a customer of his was following any practices that were considered detrimental to the trade, the name of the firm was reported to all the members of the association. It was hoped that as this service was gradually built up, it would provide

a solution for many of the difficulties with which the industry now had to contend.

The remarks of Mr. Fred Ahrens on the subject indicate that the manufacturer is not blind to the retailers' side of the question as well as his own. He points out:

"Every failure or compromise means a loss and increased cost of doing business; places bankrupt stocks on the market at figures away below cost; causes competition which the merchants who pay

100 cents on the dollar cannot contend with. Difficult financing forces large stocks on the market at almost any figure that the monied buyer chooses to pay (though, by the way, some of these stocks so sacrificed by wholesalers and manufacturers are goods unjustifiably returned. Then, too, others are lines gone out of style, due to the quick changes which are so hurtful to the trade. However, we are understanding one another's difficulties and if we will co-operate and work together to the best interests of the whole trade, we will have little to worry about."

Manufacturers Take Action Regarding Credits

Tied in with the question of failures, is the very important subject of the extension of credits. This is a matter which has been receiving extended and careful attention from manufacturers and wholesalers, and the established element of the retail trade is equally interested in its solution.

Credit Service on Shoe Retail Accounts

At the sessions of the Shoe Manufacturers' Assn. and the Wholesale Shoe Assn. the matter was discussed at considerable length and the associations agreed to co-operate in the inauguration of a credit service on retail accounts, under the management of Mr. S. Roy Weaver, manager of both organizations. This is to be tried out as a tentative arrangement for

one year to see what results can be obtained.

Any steps that the manufacturers and wholesalers may take that may help to stabilize the credit situation and prevent the failures which inevitably result from the unwise dispensing of credit will have the hearty approval of the legitimate retail trade. The retailers have been up against the most disheartening kind of competition from the sale of bankrupt stocks and the operations of incompetent dealers. They will welcome a more stringent credit policy, which will prevent men who lack the necessary character, capital and experience to carry on a business, from cutting into the custom and revenue of established merchants.

Spirit of Goodwill Pervades United Industry

One of the most encouraging features of the convention was the spirit of hearty co-operation evidenced between all branches of the industry. The manufacturers realize that their prosperity depends largely upon the prosperity of the retail and wholesale trades. And the retailers, on their part, realize that a healthy and progressive manufacturing industry is necessary to their own efficient operation and by contributing to the prosperity of Canada as a whole creates greater consumer buying power upon which the retail trade depends for its existence.

We believe that one of the results of the getting together in Montreal will be greater harmony within the membership of each branch of the industry and between those several branches. That spirit of harmony was evidenced in remarks of the different speakers. We may again quote the retiring president of the retailers' organization, Mr. Stephens:

"Now a word about co-operation. This is something that should be taken up in every city, town and village in Canada. Organize local associations, get together, and talk over your troubles with each other. You will soon find that the man you thought was your enemy is your friend. Above all things do not knock your competitor. If a customer speaks unkindly of him do not agree with the customer. Remember your opposition is a human being like yourself and you probably have as many faults as he has. There is too much "back biting" amongst the trade in all cities and towns and this can be entirely eliminated by getting together and forming local associations. My advice to you is to try it and you will be convinced how it will help you in a dozen of different ways and the very men you were perhaps not acquainted with at all, you will be calling by their first names before any time and telling them your troubles. Try it and you will see I am right. Now let us look forward with optimism to the business that is ahead,

Be a booster. Talk good business. Show by your manner and actions that you believe times are gradually getting better, and beyond all this be loyal to your Country and also to the shoes which are manufactured in your Country. We should be very proud indeed of the efforts which our manufacturers are putting forth, and if we give them all the encouragement they deserve, we will, before very long, be marketing the best made shoes in the world. I say

N.S.R.A. Contemplates Radical Step

The National Shoe Retailers' Association of Canada have taken an important step in authorizing the Executive to take up the matter of affiliation with the Retail Merchants' Association. There appeared to be complete unanimity of all the shoe merchants on this action, and the belief prevails that, if the amalgamation can be satisfactorily effected, duplication of effort will be eliminated, membership will increase and that the greater weight which will result from the union of the two bodies will be of real advantage to the shoe retail trade. The proposal awaits trial!

this in all earnestness after having first seen the samples of the shoes manufactured by the Country to the South of us, which were on display at Chicago. We have nothing to be ashamed of and every retailer in Canada should be a booster for the shoes which our industry is now producing.

"It is most gratifying to know that fully ninety per cent. of the shoe stocks in this Country to-day are

made in Canada and as long as our factories turn out such satisfactory footwear let us support them; thus keeping our money in the Country, keeping our working men employed and keeping the wheels of the industry turning.

"It is encouraging to note the close relations that are now existing between all branches of our trade. It was only a few years ago that the retailer was practically alienated from the manufacturer, but this condition has disappeared and to-day we are on the closest terms with each other. This has meant a great deal in the development of our industry and is largely traceable to association work."

Said another retail speaker, Mr. Rannard: "I think this get-together of manufacturers and retailers is a splendid idea. I would be in favor of having a similar affair once a year, because if we get started right, and with the right ideas of looking at things as we find them, trying to overcome difficulties in the business, and handling the big problems, great things could be accomplished of mutual benefit to all concerned."

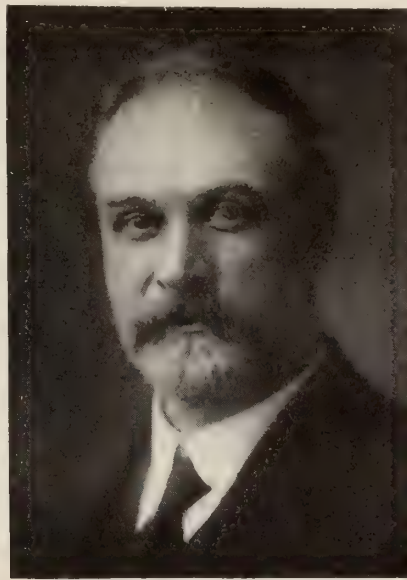
What the Retailers Owe to the Manufacturers

"Owing to the conditions during the last few seasons the retail trade in general has been adverse to buying next season's requirements. I want to say

Some of the Shoemen Who Will Help Guide the Destinies of the N. S. R. A. of Canada During 1923



J. W. Jupp, (Toronto)
Hon. Treasurer



Jas. Maynard, (Victoria)
Provincial Chairman for British Columbia



John Affleck, (Winnipeg)
Provincial Chairman for Manitoba



Geo. St. Leger, (Toronto)
Provincial Chairman for Ontario



H. Gibbins, (Montreal)
Provincial Chairman for Quebec Province



H. W. Rising, (St. John)
Provincial Chairman, Maritime Provinces

right here that it is just as bad to stop as to go to the limit in buying our full requirements. We owe it to the manufacturer to help him so that he can have part of our requirements and these can be made up and cleared away, and then we can give him something more as regards styles for the coming season, that unfortunately cannot be seen, or ordered so far in advance.

"I would advocate that the retailers make a practice, as I have done, of ordering 50% of their requirements for the next season ahead, and then order the balance as soon after as good judgment will permit. If they do this, or for those who do it, the manufacturer should show his appreciation by taking care of their immediate requirements. Some manufacturers

A Concrete Suggestion

"Do you believe that the old way of placing orders will ever come back? I mean the placing of orders in September and October for Spring, and April and May for Fall. My opinion is that we shall never see those conditions prevail again, but this is where my suggestion comes in. I would suggest three placing dates per year—Jan. 1, May 1 and Sept. 1. At those dates only would the manufacturers have the privilege of showing new styles and we would bind ourselves not to offer any novelties between those dates, but any manufacturer could copy the lines already on the market, offered by another Canadian concern."

—A. Lecours, before the convention of the Shoe Manufacturers' Assn. of Canada.

do this and some do not, but I am satisfied this can be equalized to mutual benefit with the spirit of co-operation."

Here is a manufacturer's view of the question of co-operation, expressed by Mr. Fred Ahrens:

"It must surely be recognized that the entire shoe game—manufacturing, wholesale and retail—is so closely linked that what affects one, affects the whole family. The very fact that we are all together meeting in convention is drawing us closer together, prompted by the fact that we are understanding more about one another's difficulties and troubles. After all, to gain results we all have to work together. The increased costs of transportation and other increasing expenses, taxation, etc., have all had such disturbing effects, actually creating a tendency towards selfishness, through a lack of realization that the other fellow had all these changes in business to contend with to the same, or perhaps a greater, degree. This tended to pull away one class from another and even one individual from another. And when one class, or individual, ceases to care for the welfare or conditions of others, the results are always disastrous."

Summary of Wholesale Shoe Association's Proceedings

Following an address of welcome by Alderman Seybold, representing Mayor Martin, and an address by Mr. Ralph Locke, President, the Manager reported a present membership of 42 and a balance in the bank

on general account of \$775.65. He submitted a synopsis of the Association's activities during the year. These reports were received.

The resolution of the Shoe Manufacturers' Association of Canada inviting the Shoe Wholesalers' Association of Canada to co-operate in a joint service of credit information on shoe accounts was read and a motion that the proposed joint credit service be approved and supported was passed.

The meeting discussed the possibility of obtaining increased membership and more active interest on the part of the wholesale trade and those present pledged that they would do every thing in their power to assist in developing the Association into a strong and more influential and representative organization than it has been heretofore.

An invitation that the Manager should speak at the Annual Meeting of the Maritime Wholesale Shoe Association in St. John early in February was accepted.

The Committee on Nominations made its report (see list of new officers which was approved) and officers for 1923 were declared elected in accordance therewith.

The following resolution was adopted:

"RESOLVED that this Association request the Rubber Association of Canada to discontinue the practice of differential discounts and to endeavor to have the discounts to the wholesale trade as uniform as possible."

Patternmakers Open Montreal Plant

A new enterprise, which will be of interest to the Canadian shoe manufacturer, is that of The Dunbar Pattern Company, who announce the opening of a complete plant, in Montreal, for the designing and manufacture of men's and women's shoe patterns. The factory, conveniently located at 12 Mayor St., Montreal, is under the supervision and direction of Mr. Herbert E. Dunbar, who for the past 10 years has been associated with this organization in their factories at Brockton, Boston and New York city. He will be assisted by Mr. Noah P. Appleton, and a corps of efficient model makers.

The fact that these designers are in daily communication with the Dunbar Pattern Co. branch factories located at New York city, Chicago, St. Louis, Boston and Brockton, will assure the Canadian shoe manufacturer's constant touch with the style trend. The plant has been equipped with the most modern pattern making machines, many of which were developed by this company, thus guaranteeing the shoe manufacturer quick and accurate service. The company extends a cordial invitation to the shoe manufacturers of Canada to avail themselves of the services of its Montreal branch, and will be pleased to have its friends, both old and new, visit and inspect same.

New Line of Sporting Shoes

A new line of sporting shoes, rather different from what has appeared in Canada heretofore, was shown in Montreal during the convention week. These shoes are made with English kip uppers in natural tans and carry what is known as the "green line" sole. This is a double tan stock. It is chrome-tanned in the first instance and is afterwards given a bark tannage.

Resolutions Passed by Shoe Manufacturers' Association at Montreal Convention

1. The Bankruptcy Law

Whereas the Federal Bankruptcy Law has operated to the great disadvantage of creditors and, in effect, has provided and advertised an easy way for debtors to evade their rightful obligations; and

Whereas it deprives unfairly the party granting the credit of the right to curtail or withdraw such credit, thus contravening a principle which we believe should be recognized in all commercial relations; and

Whereas operation of the new Act has afforded an opportunity for easy-principled persons, obtaining appointment as trustees, to encourage failures or compromises at the expense of the creditors;

Resolved that this Association urgently request the Government to repeal the Act without unnecessary delay, or at least so to amend it as adequately to protect the interests of creditors, and to reduce the list of trustees to a small number in each district, who should be appointed only after thorough investigation as to their qualifications and standing;

And that a copy of this resolution be forwarded to every member of the Dominion Cabinet.

2. Re Marking of Imported Shoes

Whereas a requirement that all boots and shoes be marked with an indication of the country of origin would be entirely practicable in operation and would not involve any hardship, and

Whereas it is reasonable and in the general interest that the Canadian public should know whether the goods offered are made in Canada or imported; and;

Whereas under present conditions many buyers

of shoes still believe that imported footwear consists only of finer lines of superior quality, ignoring the importations of unmarked floor stock, returned goods, etc.;

Resolved that this meeting urgently request the Government to apply the present Marking Law to all imported boots and shoes.

3. Re Importations of British Footwear

Whereas importations of footwear of British manufacture under the low rates of the British Preferential tariff are causing uneasiness amongst Canadian manufacturers; and whereas special efforts are being made by manufacturers in the United Kingdom to market their products in Canada;

Resolved that this Association make the strongest possible representations to the Government relative to the threat of increased importations of British leather and felt footwear, and urge that adequate protection be provided for Canadian boots and shoes against such importations.

4. Re Marking Canadian Goods

Resolved, that this meeting urges upon members of The Shoe Manufacturers' Association of Canada that they mark all shoes made in their factories as Canadian-made.

Felt and Rubber Footwear Manufacturers Invited to Co-operate

The Committee recommends that the Rubber Association of Canada (Footwear Section) and the Felt Footwear Manufacturers' organization be invited each to appoint a special representative to sit with the Executive Committee of The Shoe Manufacturers' Association of Canada, in view of the request that the Rubber and Felt Footwear Manufacturers co-operate in the proposed new Credit Service.

A Well-Merited Promotion

Mr. V. N. Smith, who has just been appointed manager of The Hartt Boot and Shoe Store, Winnipeg, in succession to Mr. W. W. Kendall, who has resigned to start in business for himself in Winnipeg, needs little introduction to the shoe industry of Western Canada. Mr. Smith was born at Portage la Prairie, Manitoba, in 1894, and received his education in that City. He made his first start in the shoe business in 1913 with D. A. Gibson, shoe merchant, Portage la Prairie, remaining with Mr. Gibson until the end of 1916, when he left his home town, and associated himself with the Yale Shoe Store, Winnipeg. He stayed with this firm for two years, leaving there to accept a position with Kilgour's Boot Shop, Winnipeg. Mr. Kilgour sold out his entire stock in the Fall of 1920, when the Hartt Boot and Shoe Co. Ltd., took over the premises and remodeled the store, putting in an entirely new stock, and Mr. Smith has held the position of assistant manager since that time. His promotion to Winnipeg manager of the firm is

well deserved, as he has had a lot to do with the building up of the business, through his congenial and courteous treatment to customers. Mr. Smith should be very successful in his new role, as he is thoroughly familiar with the Hartt Shoe, its customers, and the general requirements of the firm.

Organizing Canadian Sales Force

The Hannahsons Shoe Co., of Haverhill, Mass., is rapidly organizing its Canadian sales organization. Their eastern representative is Mr. A. E. Cloutier, whose sample room is located at 518 New Birk's Building, Montreal. Mr. V. A. Pearsall has been appointed to represent the company in Ontario, with headquarters at 319 Bay St., Toronto. The name of the western salesman will be announced in the near future. Hannahsons feature "In-stock" service on style goods. They had a number of their lines on display in the Mount Royal Hotel during the convention.

The Findings of the Retail Trade

Resolutions Passed at the N.S.R.A. Convention in Montreal Dealing with Questions of Pressing Importance to the Industry

Whereas incalculable embarrassment and loss to the legitimate retail trade results from the indiscriminate placing upon the market of manufacturers' floor stocks, or so called samples or returns; and

Whereas this procedure seems to grow more menacing each year to the retail shoe trade of Canada;

Resolved that the Executive be instructed to confer with shoe manufacturers or others interested for the purpose of evolving some means for the elimination of this evil, through the distribution of these goods through regular channels by means of a clearing house or such other methods as may best accomplish the purpose.

Whereas the various Associations connected with the shoe and leather industries of Canada are now in such practical co-operation in many ways,

Resolved that this Association again suggest the desirability of the formation of a General Allied Trades Council to meet in the interval of the Annual Meetings of the various organizations to deal with such matters as affect the general welfare of the various sections of the trade and to take action thereon or report as the case may require to these various organizations.

Whereas the increase of insurance rates on retail shoe store stocks involves a heavy burden on retail merchants; and

Whereas we are convinced that such increase is not justified by the fire record of established merchants of recognized standing, but that it was prompted by abnormal fire losses, under conditions of sharp trade depression, in respect of stocks of merchants lacking such standing;

Resolved that this Association make the strongest possible representations to the Dominion Department of Insurance, urging that some means be found to protect the better element in the retail trade against excessive insurance rates and to obtain withdrawal of the last increase made by the underwriters.

Whereas the multiplicity of styles and the frequent introduction of variations of same, especially between seasons, are alike inimical to the interests of shoe manufacturer and distributor as involving on the one hand large and increasing costs of production, and on the other hand, abnormal increases in retail stocks and consequent losses from this as well as depreciation of goods.

Resolved that the Executive of this Association be instructed to further take up this question with the Shoe Manufacturers Association of Canada, with a view to complete co-operation of the two organizations for the amelioration of conditions that are menacing and costly to the whole trade.

Whereas retail shoe conditions have been made practically intolerable by the large number of more or less temporary stores that have been opening for the sale of boots and shoes what are represented at low prices; and

Whereas many of these establishments announce their stocks as having been purchased from manufacturers direct; and

Whereas this continued state of affairs not only makes it difficult for the legitimate retailer to do business, but also contributes largely to create and maintain the impression that profiteering exists in the shoe trade of Canada, both wholesale and retail;

Resolved that this Association condemn this tendency to encourage irresponsible concerns and especially those that are known to do business by what may be considered unfair methods, and that the Executive be instructed to take up this matter with the Shoe Manufacturers' Association of Canada with a view to arriving at a definite plan of procedure by which this pressing evil may be eradicated.

Whereas we recognize the necessity for Government taxation in order to meet the extraordinary conditions brought on in Canada as well as other countries by the late war; and

Whereas the retail shoe trade has been and is prepared to bear its full share of the enormous burdens brought about by abnormal conditions arising from the war;

Resolved that this Association place upon record its conviction that the receipt tax, as recently applied by the Dominion Government is in its opinion both unnecessary and hurtful to retail interests, as involving procedure both vexatious, and likely to severely affect retail business as well as promote evasion.

Resolved further that the Dominion Government be petitioned to have said regulation abrogated, and such increase made in the Sales Tax as will meet any necessity for further revenue.

Whereas the cost of freight affects materially the price of shoes; and
Whereas at the present time the public holds most unfavorably upon any increase in prices,
 and

Whereas the fibre container is now generally accepted as the most convenient as well as economical method of packing footwear,

Resolved that this Association protest against the proposed increased freight charge on l.c.l. shipments in containers other than wooden boxes with certain metal strappings as being both unwarranted and hurtful to retail shoe trade at a time when it is necessary to keep down costs to a minimum.

Resolved that, as it seems that the income from the present annual fees of the National Shoe Retailers' Association of Canada is not sufficient to retain the exclusive services of a competent paid Secretary, as well as pay for the general office and executive expenses of the Association, and also as the work of the National Shoe Retailers' Association of Canada seems to be in a more or less degree of duplication of the work of the Retail Merchants' Association where a shoe section is already formed, and as many retail shoe merchants refuse, and are refusing, to join the National Shoe Retailers' Association of Canada, not because it is not a good organization, but because they already pay fees to the Retail Merchants' Association and will not pay a second organization, authority be given the Executive of this Association, should they feel it advisable to proceed at once with steps which will lead to an amalgamation with the Retail Merchants' Association with the best possible interests and arrangements for the good of this Association, and if possible, a plan by which the National Shoe Retailers' Association of Canada will not lose its identity.

Shoe Production Increased 13% in 1922 and 1923 Promises Further Advance

Comments on Outlook for Coming Season by Mr. J. A. Walker—Abstract of Address Before Shoe Manufacturers' Association

Although the total trade and bank clearances show a decrease, the outlook is brighter for 1923 than 1922 for many reasons, and one of particular interest, is the wonderful harvest in the west. While we may not benefit immediately, we will indirectly get the benefit, as the western farmer will pay his indebtedness to the merchant and the merchant will be able to give wholesalers and manufacturers their share, but this does not mean the east is going to get one hundred per cent. of past due accounts immediately, as the farmer has suffered as much or more than any class of industry by the reduction in the valuation of his products and it will take longer than this year for him to get back to normal trade conditions, and, until the financial position of the west has improved, the westerner will have to get outside financial assistance. I believe it is a harder proposition to-day, to judge credits satisfactorily, than at any period in the past twenty years.

In spite of adverse conditions the shoe trade, according to authentic information, has shown some development, there being an increase in production last year of almost thirteen per cent on 1921. The figures stand about as follows: 1920 sixteen million pairs, 1921 fourteen and a half million pairs and 1922 sixteen and a half million pairs.

So far as I can learn the stocks on the shelves of the retailers are almost depleted in the popular selling lines and as the retailer, gen-

erally speaking, has not placed advanced orders for spring delivery, I am of the impression that there will be a shortage of saleable shoes when the early spring trade opens, particularly so, if we have an early spring or warm weather for Easter which is the 1st of April.

Throughout the country in general, perhaps there is nothing more noticeable, than the difference in the number of unemployed, in comparison with a year ago, as the change is very marked, which is an indication that conditions have changed for the better.

In conclusion I wish to give some consideration to the Government Stamp Receipt Tax, imposed by the Federal Government, and which has been in operation since the first of this month. We, no doubt, agree that it is necessary for the Government to raise money, and it must raise money, but I am of the opinion that the Government would realize more money, the public would be better pleased, and business less disturbed if the Government would discontinue the Stamp Receipt Tax and increase the present Sales Tax at least one half of one per cent, or to an amount to be decided upon by the Government at Ottawa. I would therefore suggest that this association, as well as the wholesalers and retailers, should at the proper time, during this convention, approve of a change in the Revenue Tax, by discontinuing the Stamp Tax, and increasing the amount on Sales Tax.

An Interesting Sidelight at the Montreal Convention

Mr. Nathan Cummings sprang a pleasant surprise on those visiting the Montreal Convention on Jan. 14 and 15. Salon "D" was engaged at the Mount Royal Hotel and the latest fashions in footwear were displayed on living models, parading on an elevated runway. It was something just a little "different" and naturally it got the crowd. The retailers were of course interested to see some of the newest ideas from Chicago, which Mr. Cummings was featuring, and the entertainment of the evening was further added to by selections from an orchestra and vocalists. Mr. Norman F. Fischel, sales manager, was in charge of the display, and introduced several original "stunts" to enliven the event.

Perrin-Kayser "Pyramid" hosiery was worn by all models, and all shoes displayed were of Canadian manufacture. Some of the shoes carried handsome ornaments made by the Reynolds Co. The persistent occurrence of the Spanish heel was noticeable on all models, and Mr. Cummings opinion is that this type of heel will be prevalent on dressy types of shoes this season.

The illustration below shows "Miss Mount Royal," featuring a black patent oxford with cut-outs in black suede. On the right, the model displays a white calf oxford, also in a cut-out pattern. (Hosiery by Perrin-Kayser & Co.)



Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

There's "Velvet" in Men's Socks and Spats

**R. Dack & Sons, Toronto, Prove it—Carry
25 Lines of Hose in 4 Grades**

It is calculated that over 90 per cent of the firms who go into the retail business fail. R. Dack & Sons, of Toronto, have over a hundred years of history behind them and they are still going strong. Apart from the value of the goods sold, which is essential to any degree of permanence in a business institution, the secret of their longevity is probably the readiness with which this concern adjust their policies to the public needs and demands. They sell men's high grade goods, exclusively, and they sell the kind of goods men want, in the way men like.

Four Grades of Hosiery Carried

It was for this reason that "Footwear" recently visited Dack's to find out the firm's experience with regard to the sale of men's hose. At the very outset

it may be well to emphasize the point already mentioned, that Dack's deal in high-grade merchandise only,—which must be borne in mind in considering the type of hose they carry. They stock some twenty-five lines, which, with a few exceptions, are of British manufacture. These are classified in four grades, which sell at \$1.25, \$1.50, \$1.75, and \$2.00. The \$1.50 and \$1.75 grades are the best sellers. The goods being sold at the present are all wool, except for some silk socks, which are sold for dress wear.

Colors and Patterns in Demand

Mr. McCall, who supervises the Hosiery Department, states that fancy colors are quite good, with heathers and lovatts of course holding their usual place in popular favor. A comparatively new pattern which shows promise of taking very well is the fancy check. Dack's look for a lively demand for these in the spring from the younger men. The retail price is \$1.75. Clocks are still good, though it is thought that the checks will steal some of their popularity as the season advances. Lines of plain black and brown are carried, for which there is always a staple demand. Golf hose is a profitable line, on which a consider-



One reason why Dack's make a big turnover on Men's Hose is because they show it

able turnover is secured. Four varieties are carried, which retail at \$3.50 and \$4.00. Recently men's garter's have been added as a little side-line. Garters naturally work in with socks, and they are selling quite freely.

Hosiery Prominently Displayed

Dack's don't sit down and wait for business to come to them, where either shoes or hosiery are concerned. Their hosiery is mentioned very frequently in their newspaper advertising and it is given a prominent place in their window displays. Lately their hosiery display case was moved from near the entrance of the store to a position considered more advantageous, close to the centre of the store, where it is under the eyes of customers while they are being attended by salesmen. As is shown in the illustration, this fixture consists of a show case above and several rows of glass fronted drawers underneath. Through the glass fronts the patterns and colors of all the various lines of hose are clearly distinguishable.

Quite a sizable mail-order custom has been developed in hose, as in shoes. A record is kept of each customer's fitting, so that their requirements can be accurately supplied, when an order is received either by mail or phone.

Catering to the Ladies

Around Christmas, though Dack's is exclusively a men's store,—perhaps, indeed, because it is—they serve a large number of lady customers, who come to select gifts for their male relatives and friends. This class of business is specially catered to, fancy gift boxes being made up which accommodate a pair of spats and two or three pairs of hose.

The spat business, Mr. McCall states, works in very well with hosiery sales. The salesmen aim to sell the largest possible number of their customers a pair of spats and a pair or two of hose, with each pair of shoes sold. Of course, different tactics must be used with different customers. There are customers of the type who know what they want, and dislike any effort to "sell" them.

With regard to buying, Dack's policy is to place approximately 50 per cent of their hosiery requirements direct with the manufacturers in England, and fill in the balance as needed during the season from local wholesalers.

Silks Will "Go" for Spring

There is every indication that silk hosiery will be in favor during the coming spring. According to Mr. H. W. Austin, manager of the Perrin-Kayser Company, Ltd., Montreal, a very large trade will be done in silk hosiery. In the United States this class of goods is a strong seller, woollen stockings having gone out of fashion.

Plain stockings will be the vogue, with clocked silk as second favorite. The public does not favor the fancy styles—buyers prefer to stick to standard styles. There are, of course, occasional demands for fads, but buyers who want value are those who purchase lines manufactured on usual standards. The fancy goods cost more, but the additional money is frequently for some small variations which do not represent true values. Such goods do not pay the retailer to stock to any extent; they are slow sellers, and at the end of the season the retailer is usually left with goods—

the demand for which has passed away. The manufacturer, too, is in much the same position.

As a matter of fact, this is true of almost every line of merchandise. The multiplication of styles is a bad thing for manufacturer and retailer, the demand for the uncommon styles quickly disappears to the loss of maker and retailer.

So far there is no indication of any pronounced tendency for fall hosiery. Wool may come back, but conditions just now do not warrant any statement as to the trend of hosiery styles.

Are Your Customers Buying all Their Findings in Your Store?

There is a demand for polishes, shoe laces, shoe trees, and the many other articles that go to make up a stock of findings, or else the shoe merchant would not put them into stock.

Customers are finding the need of every article to be found in the findings stock every day, but they do not buy and satisfy their wants for two reasons:

1. They forget their needs under the pressure of other thoughts.

2. They do not know just where they can get what they want.

There is a third reason for the customer going without what she wants, and that is, that she does not know just exactly what it is. She feels a need for it but does not know what to ask for to satisfy the need.

The shoe merchant who puts money into a stock of findings should make an effort to get it out again—to secure a quick turnover—and make a profit.

The show case on the inside of the store and the show window on the outside of the store offers the shoe dealer every opportunity for educating the customer to a proper care of shoes. Displays of findings—and we mean actual displays, not merely a showing of two or three articles, are necessary to their sale. It is not necessary to give a whole window up to such displays, but the unit of display should be large enough to be noticeable—and it should be such as to attract attention to the articles shown.

If a man or a woman has two pairs of shoes there is need for a pair of shoe trees also. Does the shoe merchant try to supply the need?

Sell these things by suggestion—by having them where the customer will see them.

Corrective Foot Appliances May Help Build Customer Satisfaction

"It is surprising how large a volume of business can be done by the shoe merchant who sells corrective foot appliances, such as arch supports, bunion pads, etc.," said a salesman in a well known city shoe store. "The firm would not like to have known just how many thousands of dollars extra business we do in these lines, once considered as a side line," he added.

"But isn't it a side line?" he was asked.

"Well, perhaps it is, with some merchants, but here it is a separate department of our business. It is handled just like any other department—it must pay its way, it must have its own system, etc. It is a big thing with us."

In this store the foot corrective appliances are sold by all the salesmen in the store, but the department is in charge of one salesman, who has taken a

graduate course in practepedics. When there is any question of any appliance not being correctly sold this salesman is consulted, and all cases of long standing or severe trouble are turned over to him at once.

When asked about his methods, he said:

"I have no particular method. I try to help the customer secure the correct correction to his or her trouble, that is all. Of course, I have made a careful study of the anatomy of the foot to prepare myself for doing this, but even a salesman should do that, so that he may properly fit his customers.

"If care is taken in diagnosis by one who understands the foot it only requires a little careful supervision in fitting the proper corrective appliance to benefit the customer. I have customers who are coming back every month with requests for further correction, because they have been benefited so much. Customers who come back to the store of their own accord are the most profitable. Once we get them coming for their corrective appliances we have them cinched for footwear, too."

Make the Hosiery Department Pay the Rent

That it is possible to make the hosiery department in a city shoe store pay the rent of the store has often been demonstrated. The writer has in mind a shoe store in the middle west with a hosiery department occupying a span about ten feet along one wall, just inside the door, the profits from which actually pay the entire rental of the store.

In discussing the matter the proprietor said:

"The space just inside the door is less valuable than nearer the center. It is only available for shelving, for there can be no fitting done so close to the doorway. We have a display case running 8 feet along this space and in this space we do a business aggregating nearly \$100,000 per annum."

This is probably an abnormal business for a hosiery department in a shoe store. But if this merchant can do this much business, right in the heart of a dozen women's stores and department stores, it stands to reason that a shoe merchant, anywhere, who will give the matter attention, can make a hosiery department pay fair dividends.

Asked how he secured this large turnover each year the merchant replied: "By handling the hosiery department as a business of itself, and not as so many merchants do, as a side-line. We merchandise the department without reference to the shoe department. We advertise it in separate advertisements, and always offer hosiery specials in our shoe advertisements. Frequently we have a window display that is devoted almost exclusively to hosiery, although we never entirely separate the two lines in the display. At all times hosiery is displayed as hosiery in the windows. By that I mean, a unit display of hosiery is shown in every display with a price ticket, and often with an explanatory show card to emphasize the offering.

"We also do special advertising of hosiery, the same as we do with our shoe department. I recently sent out 3,000 letters that cost about five cents a piece, including the postage, advertising a private sale of new fall lines just received. The response was gratifying and the idea proved profitable, but even if it had not, it is just so much advertising of the hosiery department that will eventually bring returns."

The experience of this merchant is worth consideration. His belief that hosiery should be handled as a separate business may not always be entirely possible to carry out, but it should be remembered that if the merchant considers his hosiery stock as a side-line that the public will probably do so likewise. If he treats it as a department worthy of an adequate stock, of expert attention, of advertising properly it can be made to pay the rent.

Sell That Extra Pair of Laces

"I would advise you to get an extra pair of shoe laces to match the shoes," said a saleslady to a customer in a Windsor shoe store. The sincerity of the saleslady struck the customer as singular. She had never been advised to buy shoe laces in this way before.

"Don't you always keep shoe laces to match brown shoes?" she asked.

The saleslady smiled in a depreciating sort of manner and answered: "Why, yes, we try to, but sometimes it is almost impossible to secure from the manufacturer just the shades we need the most.

"Take that shoe for instance. It has a peculiarly pleasing shade and the lace matches it so perfectly. See here," and the saleslady placed several pairs of laces, one at a time, against the shoes to show the difference. "Those are all 'Brown' but they do not match at all, while these," and she deftly brought out the proper shade and laid them carefully on the shoes, "match to a hair's breadth."

"Well," said the customer, doubtfully, "perhaps I had better take another pair for fear that I couldn't match them later on."

"Matching shoe laces isn't what it used to be," sighed the saleslady, after the customer had departed, "there are so many straps and pumps sold now."

"You needn't kick," laughed her fellow saleslady, "you sell buckles 'to match,' so what are you kicking about."

The other laughed contentedly. A ten per cent P.M. on findings bought many pretty things she liked to wear—just because she used her head a little.

Cashing in on the Infant Industry

Here's a striking idea that a progressive merchant put into effect in a western city. When a child is born in his community he starts it off with a \$1.00 bank account, and thereafter when anything is purchased for the child, 5% of the purchase price is placed to its credit. This is what the merchant calls the "stork system." Some might pooh-pooh it as impractical, but just how it has worked out with this concern is indicated by the fact that more than \$80,000 have been placed in one bank to the accounts of the store's young customers. The records show some 2,450 babies for whom accounts were started. That \$80,000 is quite a bunch of money, but it looks as if it were invested in mighty effective advertising.

Overshoes a Menace to Repair Trade— and an Opportunity



In many localities, the repair business has been experiencing unusual dullness in recent weeks. Shops of established reputation and clientele have in some cases been reduced to the point where they have not had a single job in hand. This condition, it is believed, is merely seasonal and temporary, but at the same time it is being more keenly felt than is ordinarily the case at this time of year.

In searching for a reason for it, many repairers immediately throw the blame on "goloshes," and it is probably true that a considerable portion of the blame can be accurately attributed to that source. There was a tremendous rush for goloshes during the first heavy snow falls before Christmas—so much so, indeed, that the stocks both of the wholesalers and the retailers were absolutely cleaned out and for days at a time, there was not such a thing to be had for love or money as a woman's four or five buckle overshoe. Now when the girls are wearing this type of protective footwear, the wear on the soles of their shoes is reduced to a minimum, and indeed even though the soles may have been in a worn-out condition before they bought their overshoes, it saves them from the immediate necessity of having them repaired, inasmuch as they are not exposed to the damp.

So that is a very reasonable explanation of why there has been a falling off in women's shoe repairing. Both the girls and the old-maids are wearing goloshes. And the ladies' fad in this respect is not without its effect upon the men. Today we find that even a number of the younger male element are buying arctics, and it is quite probable that that tendency will continue to be felt. It is, after all, both a matter of comfort, health protection and economy, and if the rubber footwear manufacturers can introduce it as a regular custom among the men, the repair business will have hard hoeing during the winter season.

Possibilities of Repairing Rubber Footwear

Another possibility, however, presents itself to the trade. What about the repairing of rubber footwear? If the walking public is not wearing out leather, it is wearing out rubber, and when their overshoes become worn, they must either buy new ones, or have them repaired. Is this not the repairers opportunity. Can he not turn his attention to prolonging the life of goloshes, while the goloshes are saving the soles of the leather shoes?

There are patented devices on the market for doing this work. Rubber heel and toe pieces are being turned out by certain of the rubber heel manufacturers and apparently make a fairly satisfactory job.

There is also what is known as a rubber welding. This is a preparation resembling the tire-dough used for repairing tires, being in a semi-liquid form, and is simply applied to any leak or worn spot in the sole of the rubber. A repair man tells "Footwear" that he has tried it out on a pair of rubbers of his own

which had the soles worn through and that after two or three weeks of wear it was holding satisfactorily.

These preparations and devices are worth giving a trial. But before they can be made of any value from a business point of view, they must be advertised. The public, in general, don't know that they can have their rubber footwear repaired, and the repair man has got to tell them about it.

Advertising Essential

One difficulty seems to be that when the four-buckle overshoe which the girls are using wears out, it is frequently around the edges of the heel, due to their wearing all kinds of shoe heels with the one shape of overshoe. This is not always an easy job to handle and one on which the repairer may have to spend some time. That is a question of workmanship which has got to be worked out, and prices adjusted accordingly. One repair man states that the method he frequently uses is to put a piece of leather inside the heel of the overshoe to hold the nails and then nail a piece on the outside.

A well-known repairer who is using the heel and toe repair pieces state that his charge has been 70 cents, but the demand has not yet developed to any extent. In another shop, where the welding is being used, they are charging from 20 to 50 cents, according to the extent of the job.

The repairing of rubber footwear is a matter which the repair trade should look into and if possible develop.

Hamilton Association Had an Active Year

On Tuesday evening, Jan. 9th, the members of The Hamilton Shoemakers' & Repairers' Association met in the A. O. F. hall 126½ James St. N., for the annual election of officers for the ensuing year. The meeting opened at 8 p.m. with President Grayson in the chair, and a goodly number of members present. After the reading of the minutes of the previous meeting and the finishing up of all business for 1922, the reports of the secretary and president were read, and also the auditors' report, all of which proved satisfactory and a vote of thanks was given each. The election of officers for 1923 was next in order.

Mr. S. Blowers moved, seconded by Mr. T. Wilman, that all officers for 1922 be retained in their present offices for the coming year. This was carried unanimously. The slate therefore remains as follows:—President, Mr. T. Grayson; Vice-Pres., Mr. A. Charlesworth; Secretary-treasurer, Mr. A. R. Wilton; Executive Committee, Messrs. F. H. Revell, A. Miller, H. Henderson, W. Clifford and A. Tocher; Sick Visitor, Mr. S. Blowers; Auditors, Messrs. H. Henderson, W. Clifford. Entertainment Committee,

Messrs. F. Wilman, S. Blowers, W. Clifford, F. Tebbs, G. Llewellyn, J. Jarvis:

The Secretary-treasurer, Mr. A. R. Wilton, reported as follows:—

In presenting this report for the year 1922, I would like to first of all remark that the activities of our association have been progressive and that each meeting has been a little better than the previous one, although we have carried on with a much reduced membership and I am sorry to say many members are in arrears.

At the commencement of the year there were 75 names on our mailing list. Fifteen of this number have ceased to do business, sixteen have been crossed off, two have died and six new names have been added, making a total of fifty on our books at the present time. Finances were very satisfactory, a total of \$376.71 being received during the year and \$371.94 being spent in association work, leaving a balance of \$5.77.

Several special letters were sent out to those who have lost interest, in the hope that they would again take their place in our meetings, but so far the results have not been satisfactory.

President's Grayson's Report on the Year's Proceedings

It is with pleasure that I present to you a summary of the past year's proceedings.

The Secretary-Treasurer's Report which has just been read is satisfactory and we should feel thankful, as it will compare favorably with any preceding year.

During the year we have had twenty-three meetings, all of which have been fairly well attended, also eight executive meetings which have been well attended and a fair amount of business done, and they have been of a very enjoyable nature.

On Wednesday, Jan. 18th, some 18 of our members journeyed to Brantford where we were the guests of the Brantford Shoe Repairers' Assn., and spent a very pleasant evening. Every one of us thoroughly enjoyed ourselves. On March the 22nd, quite a number of our members accepted the invitation of the Toronto Shoe Repairers' Association to their annual banquet.

On March the 29th, we held our annual banquet when we had with us a good turn-out of members from Toronto and Brantford Associations, also a number of representatives from the wholesale houses, and the press. As usual, everybody was in good spirits and thoroughly enjoyed themselves; taking it on the whole, it was equal to any previous banquet.

On July 26th and 27th was held the second Annual Convention of the Federation of Shoe Repairers in the Province, which was a success, and one that the Hamilton Association feels justly proud of, for the major portion of the work in connection with the convention fell to our lot to attend to and was done well which the balance sheet showed. We started with a deficit of \$4.35 and handed over a balance to the Secy.-Treas., of the next convention, the sum of \$123.25, along with a complete set of books for a continuance of the Federation, which undoubtedly is very satisfactory to all the members of the various associations throughout the province.

In connection with the convention we held our Annual Picnic to Dundas Park when quite a number

of delegates journeyed to Dundas, along with the members of our association.

In November we again had the opportunity of paying a visit to our Brantford friends; about 24 of our members accepted their kind invitation to a social evening. The whole affair went off splendidly, and was a credit to members of the Brantford Assn.

You will notice in the Secretary's Report that there is a falling off of members and through no lack of effort on the part of the executive. The reason for this falling away of those Shoe Repairers who need the association is beyond me.

Some time ago an appeal went forth to call all the shoe repairers in the city, urging them to join up with the association showing them the advantage of co-operation. The response to that appeal I am sorry to say has not been satisfactory.

However, I am very thankful to know that the members who have stayed by the association, and are taking an interest in its welfare, are men of sterling integrity and common sense, men who know the benefits of co-operation and association, and although not large in numbers, are strong in effort and will do the right thing both by themselves and all others in the trade.

There was a committee appointed some time ago to look after the interests of this association, regarding uniform time of closing all shoe repair shops. On behalf of that Committee, I am pleased to report good progress. In the early part of this year we hope to lay before the city council a duly signed petition of 75 per cent of the Shoe Repairers in Hamilton, requesting the Council to pass a by-law compelling all shoe repairers to close their places of business at 7 P.M. Should we succeed in this we shall have done what the Federation was very desirous should be accomplished by all the various associations.

In conclusion, let me thank the executive and the members that have taken an interest in the work of the Assn., especially the entertainment committee—for they have been the means of making things pleasant at our meetings during the winter session.

Let us all endeavor to make this coming year the best year of the Assn., standing shoulder to shoulder united in one common cause, for the betterment of all our members and for the uplift of the Shoe Repairing industry. Remember in unity there is strength. United we stand, divided we fall.

Hints for the Repair Man

Wax thread should be kept enclosed in an airtight box or closet, as air and especially changes in temperature, will deteriorate those articles to a noticeable degree.

The application of any liquid, whether adhesive or bottom or upper finishes, calls for a light application. It is better to apply with uniformity and twice in succession as in dressing uppers, for example, than only one heavy application. The brush has much to do with the results and there is no economy in buying cheap brushes.

The finish of leather is injured every time any wash or cleanser must be used to take off spots or dirt resulting from carelessness. Work should be done so carefully, especially on white or light colored shoes, that it will not be necessary to have to use a cleanser to remove spots. Hands should be washed before taking up such delicate colored shoes.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Louis Breithaupt, Kitchener's well-known leather man, has returned from a business trip in the east. Mr. Breithaupt is bearing his mayoralty honors gracefully, and the trade are satisfied that he will do credit to himself and the industry in this new capacity.

The Spring Garden Shoe Store, Halifax, has been carrying on a "going out of business" sale.

The shoe warehouse of J. A. Pelletier, Notre Dame St., Montreal, was visited by fire lately.

F. X. Lemieux, Limitee, Beauceville, Que., has been granted a charter with authorization to go into the manufacture of leather. Capital stock, \$20,000.

Messrs. C. H. Cooper and Son, of Arthur, Ont., have recently added a patent line of slippers to their output of children's shoes. They report business as very satisfactory, stating that they sell direct to the retailer. An interesting feature of this firm is that not only Mr. Cooper but every man employed in the establishment has seen active overseas service.

James F. Lamont, a shoe salesman of wide experience and acquaintance both in Canada and "across the pond" has been appointed general sales representative in Canada for the Saxone Shoe Company Limited of Kilmarnock, Scotland, makers of the "Saxone" and "Cable" brands. He has also secured the exclusive agency in the Dominion for C. & D. Lewis, the Progressive Shoe Works, of Northampton, England, makers of "Progressive," "Phitwell" "Wear Resister" "Monarch" and "Top Round" brands. Knowing, as he does, the shoe business from the hide to the laces and having the bumps of aggressiveness and geniality well developed, the firms which Mr. Lamont represents have a worthy exponent of their lines. Offices and show rooms are at 615-Pender St., West, Vancouver.

The Smart Boot Shop, under the proprietorship of W. Baranovsky, has bought the bankrupt stock of the Capitol Boot Shop and has taken over the store formerly operated by the latter concern at 168 St. Catherine St., W., Montreal. Thos Belanger, a shoe buyer of experience, has been engaged as assistant manager.

H. Marchand and H. Landskroner, have taken over the interests of the Bootery Shoe Shop, which failed, and will continue to carry on the business at 235 St. Catherine St. W., Montreal.

Ernest Leroux, who is a thoroughly experienced shoeman, having been brought up in the retail shoe business with his father P. Leroux, Frontenac St., Hull, Que., has decided to open a store on Bridge St., Hull, about March 1. Mr. Leroux will establish himself in new premises with a complete new stock, and is optimistic about prospects, having the necessary knowledge of the business and the needs of the community.

S. M. Cohen, shoe dealer, Montreal, suffered loss by fire recently.

Two shoe concerns recently registered in Montreal are the Premier Boot Shop, and the Laurentian Shoe Co.

The J. D. McArthur Shoe Co., of Guelph, have purchased the old established shoe store formerly operated by J. T. Allen, in Mount Forest, Ont. They are entirely remodeling the premises and the splendid double window for display purposes is a credit to any town. G. F. McArthur will be in charge.

Damage was done to the premises of W. H. King, shoe

repairer, Toronto, in a fire which occurred early in January.

John Webster, shoe dealer, Winnipeg, has had a fire loss.

W. E. Woelfle, of the Woelfle Shoe Co., Kitchener, and Mrs. Woelfle set out recently on a trip to the coast. They will stop en route at Winnipeg, Calgary, Vancouver and Victoria, and return by way of California and the Western States.

The firm name of the Solid Leather Shoe Co. Ltd., of Preston, Ont., has been changed to Parker Steel Shoes, Limited, and a dominion charter has been taken out by the concern. The capital stock has been increased from \$40,000 to \$100,000, and practically all outside interests have been absorbed by the management. Women's medium grade shoes will be manufactured and sold exclusively to the wholesale trade.

Recent assignments reported in the Canada Gazette are those of the Sterling Boot Shop, Montreal; the Broadway Shoe Store, Montreal; and the Davies Footwear Co., Toronto.

The H. B. Johnston tannery, on River St., Toronto, suffered damage to the extent of some \$15,000 in a fire which occurred a few weeks ago.

Letters patent have been issued to Lagace & Lepinay, Ltd., shoe manufacturers, Quebec. Capital stock, \$299,000.

J. E. Mireault, Western representative of J. A. McCaughan & Son, plans to open a sample room in Winnipeg in the near future.

The death occurred recently at Combermere, Ont., of Francis Xavier Stafford, a shoeman widely known in the Ottawa and Montreal districts. Since his youth, Mr. Stafford had been a resident of Montreal and he continued to be so until his death, although he frequently spent a large part of his time at Combermere and Barry Bay, Ont., where he owned stores.

Mr. Stafford came to this country from Ireland when 19 years of age and settled in Montreal, and early in his career travelled for the old McCready firm covering the Ottawa district. Later he carried the lines of several houses on a commission basis, and finally went into business for himself. He was a brother of the late Mr. Henry J. Stafford, also of Montreal.

William A. Lovie, has purchased the interests of his brother George in the firm of Lovies Bros. at Parkhill, Ont., and the business will be carried on in his name.

Wesley Hackwell, of Walton, Ont., has purchased the harness and repair business of his brother Freeman.

Weir Elliott, formerly with D. McCaw & Son, shoe merchants, Welland, Ont., has purchased the business of A. W. Crysler.

R. F. Miners, of Tillsonburg, Ont., has opened a new store in the Waller Block at the Market Square.

George Mortimer, of Redickville, Ont., has sold out his business to Joseph Snider, of Shelbourne, Ont.

Notes From the Maritimes

Messrs. Komiensky Bros., who until recently have operated the Eaton's Bootery, have opened a branch in Fredericton, N. B., and report business as being good.

Mr. Robert Green, who was formerly on the staff of Messrs. Wiesel Bros. Ltd., has returned from his visit to

New York and is now associated with the K & H Boot Shop.

The K & H Boot Shop was recently opened in St. John, and is operated by Mr. L. M. Harris who was formerly associated with Messrs. Komienky.

A new shoe store has been opened up on Barrington St., Halifax, N. S., under the name of the American Shoe Store, and is under the management of Mrs. I. Bloom.

Nathan Schelew who has conducted the Ideal Store, Main St., Moncton, N. B., is asking for a compromise on account of losses by fire, etc.

London, Ont., Correspondence

Stock reducing and clearance sales have been numerous this month and according to retailers they have been very successful in getting their shelves cleared and room made for the incoming spring merchandise.

Steady cold weather has been a great help in speeding turnover of all seasonable lines and not for a long time has there been such a good business done in skating boots, overshoes, snowshoes and other winter lines.

Are Well Satisfied

Merchants seem to be pretty well satisfied with the business that has been coming their way are looking forward to the spring and summer trade with great confidence. This is reflected in the orders they are placing and travellers who have been working London and district report very satisfactory business.

Local factories have been quite busy and report a nice volume of orders on hand and inquiries for later deliveries coming in steadily.

A Record Crowd

Local retailers took a very active part in the big winter

Dollar Day sale which was staged on February 1 and which brought in buyers from a radius of sixty miles around London. The boot and shoe merchants used their display windows most effectively and backed up their offerings with snappy advertising and as a result cashed in on one of the biggest day's turnovers in the city's history.

Immediately following Dollar Day was the London Motor Show lasting for an entire week. This attracted upwards of 10,000 visitors many of whom stayed from two to three days. London shoe men were not slow to take advantage of the opportunity for business and their display windows were filled with attractive offerings. Splendid business is reported.

In New Quarters

The Murray Shoe Company which had to vacate its former premises West of Richmond St., on Dundas is now located in its splendid new store. The new store is admirably situated right in the heart of the business district and the appointments and equipment are the last thing. With a splendid new stock the firm is away to a splendid start and is looking forward to one of the best year's business in its history.

Everybody's Shoe Store is also in new quarters and with a splendid new front of modern design and two large show windows is attracting a nice trade.

"Bill" Asplant who has been critically ill with pneumonia is now believed to be out of danger. For several days his life was despaired of. This is the second attack of acute pneumonia which Mr. Asplant has suffered in a year.

FOR SALE

A No. 8 Landis Sticher with 1½ H.P. gasoline engine. Good as new and a bargain. W. Humphries, 11 Eversfield Road, Earls Court, Toronto, 2

A Complete Line of the Finest Leathers

New Castle Kid in fancy colors, white, black, glazed or mat.

Calf, splits, indias, heavy leathers, skivers, cabrettas



New Castle Kid has long been the choice of discriminating buyers. They find in it a more consistent quality, a finer finish and a greater range of rich colors. These features ensure the utmost satisfaction in the manufacture and wear of the shoe. That New Castle Kid adds to their saleability is also recognized.

Are you acquainted with our lines?

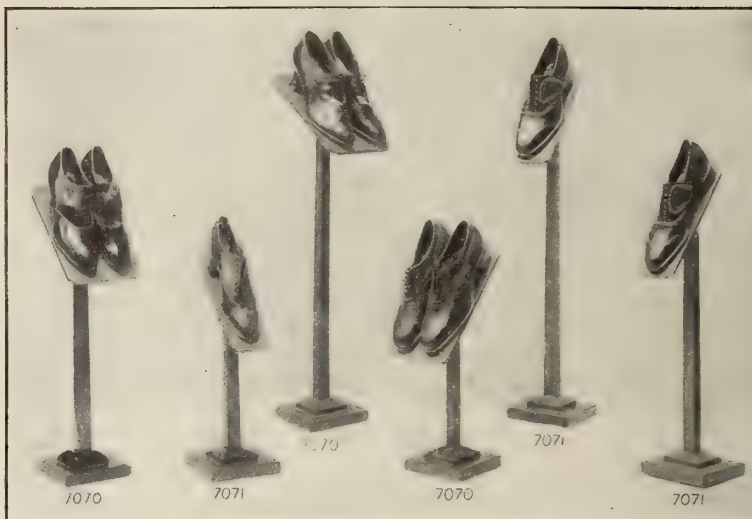
New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

Help Your Staff to Sell

by the judicious use of Dale Display Fixtures. More particularly at this time of year, when the beautiful is especially emphasized, you will require to have your window and interior displays as attractive as possible. We have many delightful novelties that will help set off your lines to good effect. They are real business getters and are not excelled by any other product.

Our catalogue offers many suggestions to window dressers. Get a copy.



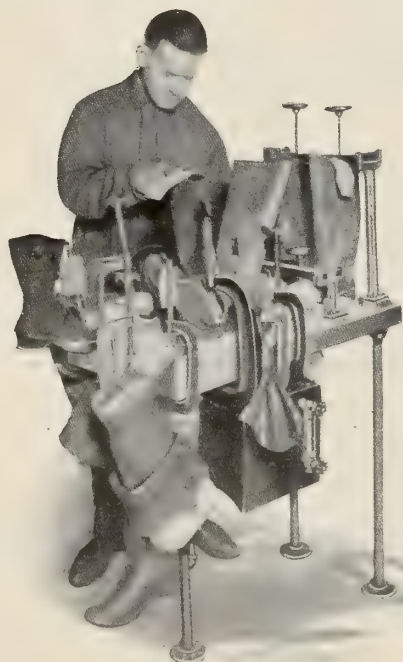
Dale Wax Figure Co., Ltd., Toronto, Can.

CANADA'S LEADING DISPLAY FIXTURE HOUSE

Montreal
P. R. Munro
520 New Birks Bldg.

Winnipeg
O'Brien Allan & Co.
Phoenix Block

Vancouver
E. R. Biollert & Son
Mercantile Bldg.



A Machine that Doubles Your Profits

Increased profits at little increased expense.

This Rubber Boot and Shoe Vulcanizing Equipment should be in every shoe shop in Canada. It works while you repair leather work. Mends damaged parts and puts on rubber soles and heels like new. Doubles your income, with the large amount of work of this kind to be done. Handled exclusively by us. Easy terms or net cash plan.

UNIVERSAL SHOE MACHINERY LIMITED

128 Queen St.

Montreal

1st

in the

Footwear Field

1st—in Circulation

(57 per cent. more net paid circulation. 67 per cent. more paid circulation among retail shoe dealers and repair shops. 376 per cent. more paid circulation among shoe manufacturers, wholesalers, tanners, etc., than any other shoe paper in Canada.)

—Audit Bureau of Circulation

1st—in Advertising Volume

1st—in Variety of Products Advertised

1st—in Reader Interest

Lowest—Advertising Rate Per Interested Reader

NOTE—Above statements are facts unadorned. These facts are interesting and of vital importance to every manufacturer with a sales message for the entire shoe trade. Write us for the proof of each of these statements.

Footwear

in Canada

The National Magazine of the Shoe Trade



Cheap Material in the Finishing Room is False Economy

The Best is Cheapest in the Long Run

BOSTON LEATHER STAIN CO.
Makes only the HIGHEST GRADE ON FINISHES

We are
Exclusive Canadian Agents

We carry large stocks of BLS goods at MONTREAL, KITCHENER, QUEBEC ready to give you real service.

CYCLONE BLEACH, the only real sole Bleach; MAGIC STAIN, PARAGON STAIN, ALL Shades; KING and ULTRA EDGE INKS, Black and Colors; BLACK DIAMOND HEEL and SHANK INKS. DYES, BLACK and COLORS, for all Purposes.

DRESSINGS and POLISHES, for all KINDS of Leather, Black and Colors. BOTTOM POLISH, WAXES, ETC.

You can't go wrong on this line. Every item is guaranteed twice by Boston Leather Stain Co., and by us. If anything goes wrong we make it right, quick.

Don't place your WINTER ORDER until you know what we have to offer you.

INTERNATIONAL SUPPLY CO.

Main Office
154 Notre Dame St., W., Montreal

BRANCHES:

37 Foundry St., W.
KITCHENER, ONT.

566 St. Valier St.
QUEBEC

Established 1915



Here's the real hockey shoe! Worn entirely by the professional hockey players. Guaranteed to please the most exacting wearer and to stand up under the hardest abuse. All materials have been chosen for their extreme wearing qualities and the workmanship is also first class.

We'll gladly forward samples and prices for your inspection.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC

97%

of Footwear
and allied lines
are sold on the
recommendation
of the Retail
Merchant

In the eyes of
the Consumer
he is responsible

Every Merchant Should Have a "Specialty" Line *Let "Footgloves" be Yours*

FOOTGLOVES"—the flexible-soled walking shoe for women, so popular in England and now destined to duplicate its success in Canada—is for the customer who is not satisfied with the ordinary run of shoes but who looks for something a little "different." Footgloves are "different" without being freakish. They embody the best of materials and are superbly made. Samples may be obtained by writing the manufacturers—



John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
ENGLAND





GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

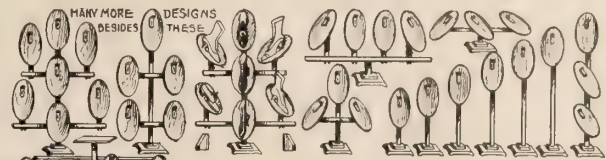
Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

The Oscar Onken Co. 5951 4th St. Cincinnati, O.

To Jobbers Only

There is one line you cannot afford to over look and that is

"La Duchesse"

We have attractive lines in Womens', Misses', and Children's Goodyear Welt, Turns, and McKay sewed shoes

**Turn and McKay Slippers
for Men and Women**

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL

THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian
and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

**Lowest Rates per
Interested Reader**

Where this guarantee of worth is to
be found:—



Hugh C. MacLean Publications
LIMITED

The Popular Shoe that Sells at a Popular Price

About 95% of the average merchant's trade is composed of people of moderate means who look for a good-looking, comfortable and serviceable shoe—at a moderate price. And that is the reason why these lines of A. A. Cote & Son Limited enjoy such a wide appeal.

Here they are—Standard Screwed Shoes in Men's, Boys', Youths', Little Gents', and Children's. McKay Sewed Shoes in Men's, Boy's, Youths' Little Gents', and Children's.



A. A. Cote & Son Limited St. Hyacinthe, Que.

Arch Support Shanks

Our thoroughly equipped die department has made it possible for us to meet the tremendous demands for Arch Support Shanks.

Don't forget we manufacture dies in our own plant and can produce any special design of Shank you require from your pattern.

We also manufacture a full line of Steel and Leatherboard Shanks.

Write for prices.

**The H. W. Steel Shank & Specialty
Company Limited**
Preston Ont.

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms Tanneries
27 Front E. Toronto Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

FRED DUFTON
Ontario Representative, KITCHENER, ONT

"GUTTA PERCHA" RUBBERS

Good Displays Sell Rubbers

Every retail merchant has one "star salesman"---his display window space. Favorable attention, that first essential of every sale, begins with your window displays. The high quality and excellent selling points of the "G P" line make it easy to interest and convince the customers attracted by your windows. But the window is your first point of contact---make it alluring with attractive arrangements of "G P" Rubbers.

Have You All the Sizes and Styles Complete?

Gutta Percha & Rubber, Ltd.

Head Offices and Factories, Toronto

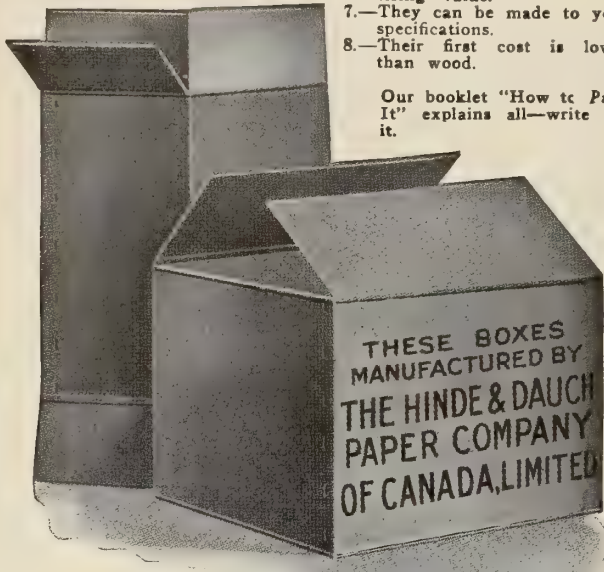
Branches in all Leading Cities of Canada

We Can Save Money for You on Your
Shipping & Packing

H & D Solid Fibre Board Boxes

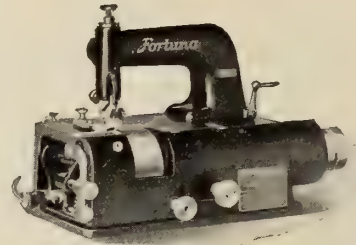
- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited,
TORONTO ONTARIO

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

A glance will tell you all you need to know

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

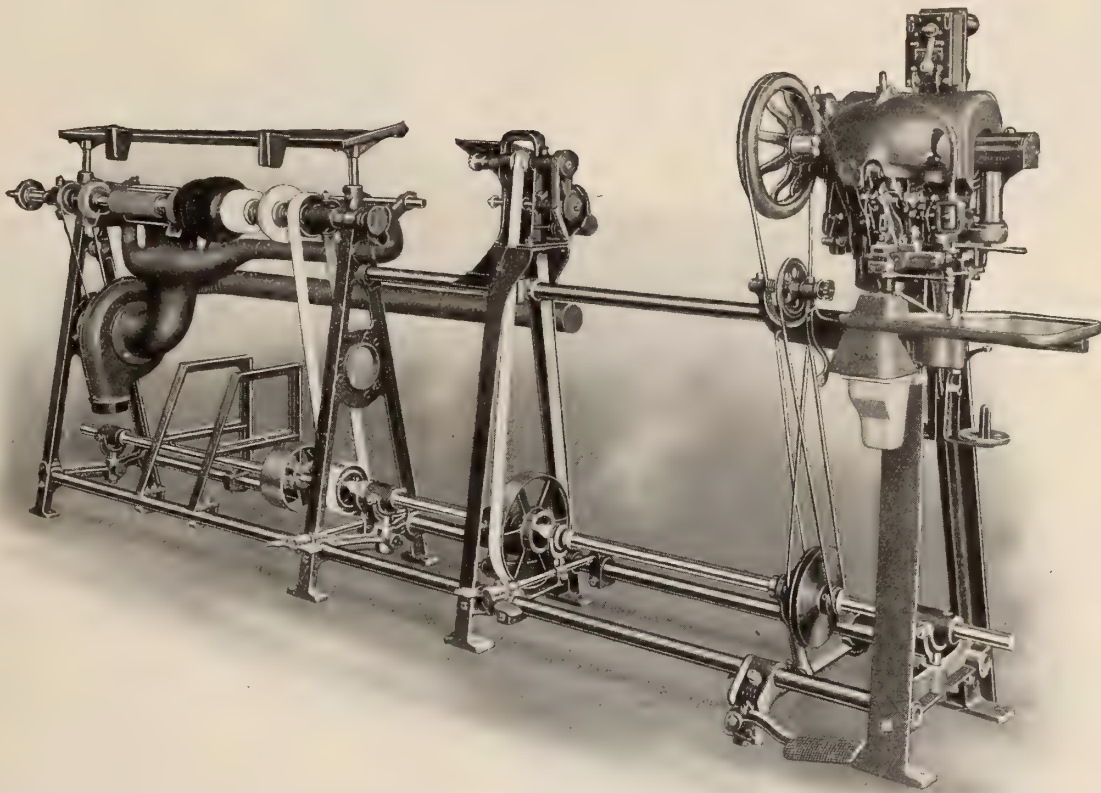
Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.

IT IS BETTER

To Install a Goodyear Outfit
Than to Wish You Had



12 ft. Goodyear Repair Outfit Model P.—Regular or Ball Bearings as Desired— Built in Our Montreal Factory

DEPENDABLE AND ECONOMICAL EQUIPMENT

That Builds Confidence and Substantial Repeat Business

Used and Endorsed by the Successful Men of the Trade

There is a Size for Every Business, A Style for Every Location
Gasoline Engine Outfits For Where Electricity is not Available

SUPPLIED ON TERMS THAT YOU CAN AFFORD

NOW is the RIGHT TIME to Install Equipment

Write for Complete Catalogue and Terms Today

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory
MONTREAL

TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

QUEBEC
28 Demers Street

Newest Creations in Buckels

Buckels with snap and quality for all style slippers.



LATEST
BELGIUM CLEO
No. 1103

Pleated ribbon buckels from \$5.50 doz. to \$7.50 doz. pairs.

BEADED
CUT STEEL
RHINESTONE

WRITE FOR
SAMPLES
NO OBLIGATIONS

This buckel can be used either on plain, one-strap or colonial pumps.

Parisian Beading Works Co.

1028 Arch Street, Philadelphia, Pa.

HUMBERSTONE SANDALS

**"NON-
RIP"** REG.

Black
Brown
Tan

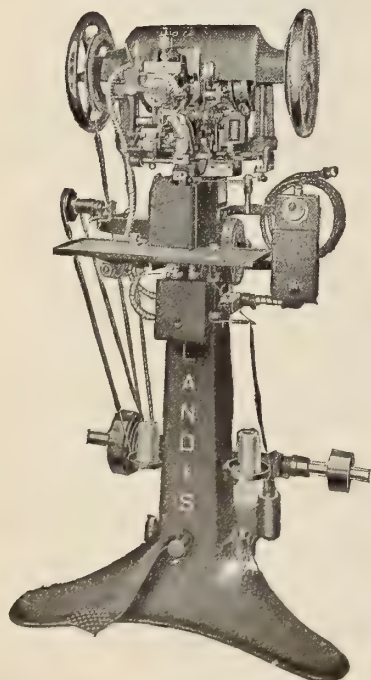


Sell
the
Best

WRITE FOR
SAMPLES

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.



A Friend of the Children

Little feet rest easily and grow naturally when fitted with a pair of Globe shoes—the only genuine Goodyear Welts made with a Pillow Welt Insole.

At your request our salesman will call with a full range of samples for the coming season.

GLOBE SHOE LIMITED

Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St., W.

Carried in stock by Alfred Lambert, Inc., Montreal



SUPERIORITY

ONLY the proven superiority of A.R.C. Brand could have made it the most used patent leather in the British Empire.

It is the inevitable choice of manufacturers who demand a patent that is soft and pliable, that will retain its shape and will not crack.

A. R. CLARKE & CO. LTD.
TORONTO
MONTREAL, QUEBEC



Footwear

in Canada



COLUMBUS RUBBERS

Better Business Looming Ahead!

Take time by the forelock and reap the fullest advantages—our salesmen are now on the road with samples of our complete line of **COLUMBUS RUBBERS** for fall delivery.



By stocking **COLUMBUS RUBBERS** you will secure the acme of quality and values in Rubber Footwear which will enable you to secure the goodwill of the buying public.



THE COLUMBUS RUBBER CO. OF MONTREAL LIMITED

Sales Branches at Montreal, Ottawa, Toronto, Winnipeg and Calgary
Wholesale Distributors in all the principal cities of the Dominion



You'll Find Them Best

PANCO SOLES are made in all sizes for children, youths, misses, men and women.

PANCO SOLES can be stitched the same as leather

PANCO SOLES will outwear leather two to one.

PANCO SOLES are waterproof.

PANTHER HEELS can be put on with nailing machine, saving time and labor.

Service and Quality Guaranteed

BOTH made in Canada by

Panther Rubber
Company, Ltd.
SHERBROOKE, QUEBEC



Mr. Shoe Retailer:---

Do you believe in National Advertising?

National Advertising is like placing an extra sales clerk in your store—with this difference, the advertiser pays the salary.

We do not consider the sale of our Dominion Rubber Footwear and Fleet Foot Shoes to you completed until we have assisted you to sell the goods.

Dominion Rubbers and Fleet Foot Shoes are the only Nationally Advertised lines of their kind in Canada.

Moral: Help those who help you to sell your goods.

Dominion Rubber System Limited

Head Office: Montreal

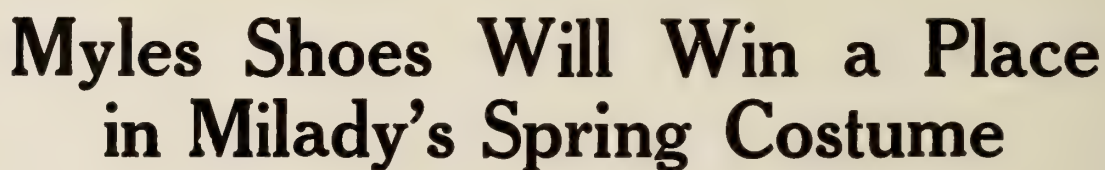
Service Branches at:

HALIFAX
ST. JOHN
QUEBEC
MONTREAL
OTTAWA
TORONTO

BELLEVILLE
HAMILTON
BRANTFORD
KITCHENER,
LONDON
WINDSOR

NORTH BAY
FORT WILLIAM
WINNIPEG
REGINA
SASKATOON
CALGARY

LETHBRIDGE
EDMONTON
VANCOUVER
VICTORIA



Special Creations in the latest Designs and Colors for Spring are now being shipped to our Representatives on their respective Territories

See the Latest

Myles

Shoe
Limited

Company
TORONTO



Successful from the Start!

HAPPY TOES for Children



The latest Scroggins line—Happy Toes for Children—has made a big hit with parents who take a pride in their children's shoes. Popular from the start, this line is winning trade by merit of manufacture and material. Happy Toes shoes are not only attractive, but they are strong and wear-resisting, made on a new McKay Welt process, and provide comfort for growing feet.

Complete in all styles and sizes.

Dealers throughout Canada are handling this line and realizing profitable trade with it. Are you? If not, write us today.

Scroggins Shoe Company

Limited

GALT

-

-

ONTARIO

Carried in Stock by GEO. E. BOULTER, 3 Wellington St. East, TORONTO, Call and See Him.

Nursery Shoes



MR. D. J. Tallant, who is well known to the Eastern trade, is now showing our complete line of Children's Turn Welts, along with our other well known lines of Women's and Children's McKay shoes.

Mr. Tallant will cover his former ground east of Toronto to Quebec City including Montreal and Ottawa.

The Nursery Shoe Co.
Limited

ST. THOMAS, ONT.

Black Beauty

Chrome Patent Sides

SO often has "Black Beauty" proved the necessary stimulant to the sale of Patent Footwear that manufacturers have come to recognize it as an asset, quickly transferred to the profit column.

This by reason of its rare beauty, and exceptional wearing qualities.

The Robson Leather Company
Limited

Oshawa - Canada



D. D. HAWTHORNE & CO.

Toronto - Ontario

are now and have been

The Largest Distributors
for

The Northern Rubber Co., Ltd., Guelph, Ont.

Producing the following well-known lines:

Partridge Nimble Step Tennis Footwear
Partridge Pressure Cure Fall & Winter Rubbers

We carry a large assorted stock all through the year for prompt shipment

Special 1923 Feature—Pressure Cure for Partridge Rubbers

We are sure our salesman can convince you that you will be money in pocket by giving us your orders.

Another line that we specialize:

The Hawthorne Leather Top Rubbers

These have been proven the best made. Special features and qualities that secure new business. Be sure to see our salesman before buying Leather Top Rubbers. We are the originators of this line. They are better for the consumer and increase your sales.

Fall Placing Season will Open March 5th.

Our salesman will call on you early

It Will Pay You To Wait For Him

Place your order early and insure delivery

If Prices go Down We Protect You — If they go Up you are covered
You have nothing to lose and everything to gain

The lines are the best made and right-up-to-the-minute. Our service is excellent and our prices are lowest.

What more can we offer to solicit your business?



D. D. Hawthorne & Company

Toronto — Ontario

Distributors of Everything in Footwear



Does it Pay You to Buy from the Factory that Stocks the Best Sellers

We have one answer that would consider a good argument in favor.

In buying 12 pairs of a line you may size it

$\frac{3}{1}$ $\frac{3\frac{1}{2}}{1}$ $\frac{4}{1}$ $\frac{4\frac{1}{2}}{2}$ $\frac{5}{2}$ $\frac{5\frac{1}{2}}{2}$ $\frac{6}{1}$ $\frac{6\frac{1}{2}}{1}$ $\frac{7}{1}$ or in 15 pairs to a line

$\frac{2\frac{1}{2}}{1}$ $\frac{3}{1}$ $\frac{3\frac{1}{2}}{1}$ $\frac{4}{2}$ $\frac{4\frac{1}{2}}{2}$ $\frac{5}{2}$ $\frac{5\frac{1}{2}}{2}$ $\frac{6}{1}$ $\frac{6\frac{1}{2}}{1}$ $\frac{7}{1}$ $\frac{8}{1}$

You need the small and large sizes for some customers. Our

records of stock lines show that we make 15 pairs of size 5 to **one** pair size, $2\frac{1}{2}$ or **two** pairs size 3. Is your buying of sizes out of line? If you buy from us you can fill in every size whenever wanted, sell any quantity of any line, and end the season with a **clean** stock. This is only **one** argument, and we need **others** in our business, and are willing to pay you for them. Increased volume to us means reasonable prices to our customers.

ONE HUNDRED DOLLARS IN PRIZES

open to every merchant or clerk handling shoes, for the best reasons (not more than six) for buying from a **manufacturing stock shoe house** where popular lines are stocked for service to you.

1st Prize - \$50 — 2nd Prize - \$25 — 3rd Prize - \$10
15 Prizes - \$1.00 each

All answers to be mailed to our factory before April 1st

JUDGES:

Mr. R. T. Brymner, Manager Canadian Bank of Commerce, London, Ont.
Mr. A. A. Langford, President A. A. Langford Co., London, Ont.
Mr. E. Hayden, President Hayden Press, London, Ont.

An impartial jury that will pass on all entries.

The Murray Shoe Company Ltd.

London, Ontario

We carry a \$70,000 stock of Men's and Women's **Fine** shoes on the floor for immediate shipment:

"Murray Made" Shoes for Men — "Murray Maid" Shoes for Women

Spring stock catalogue sent on request



Shoemakers to Wholesalers only

E

E

Two New Ones



No. 8707—Women's
Blucher Oxford Last
No. 115, full double
sole, Goodyear stitched,
10/8 flat heel, in all
leathers.

Send now for Samples



No. 8737—Misses'
6 $\frac{1}{4}$ " Bal., Last No. 16,
full double sole, Good-
year stitched, 8/8 Com-
mon Sense Heel, in all
leathers.

Eureka Shoe Company

Three Rivers, P. Q.

E

E

LIFE BUOY

SUPERIOR QUALITY
RUBBER FOOTWEAR



If there is anything you require in **RUBBER FOOTWEAR** let our nearest Branch supply you.

Try out "Life-Buoys" during your spring Sorting demand and you cannot help but decide in their favor when considering the placing of your order for 1923 Fall delivery.

SEE THE LIFE-BUOY RANGE OF SAMPLES BEFORE PLACING.

COMPARE THE MATERIALS, WEARING QUALITY, CONSTRUCTION AND LASTS.

TAKE INTO CONSIDERATION THE QUICK AND EFFICIENT SORTING SERVICE

We will appreciate your kind orders and do our best to satisfy you with superior quality goods and prompt deliveries.

The Kaufman Rubber Co., Limited

Kitchener - Ontario

Branch Warehouses at:—

TORONTO—230 Bay Street
LONDON—342 Richmond Street
OTTAWA—282 Wellington Street
MONTREAL—137 McGill Street





Fall and Winter 1923-24

Hockey Boots; Men's Fine Leather Slippers; Moose, Buck and Horsehide Moccasins; Sheepskin Moccasins, wool lined, with and without leather soles; Lumbermen's Knit and Felt Socks; Oil Tan Packs; Men's and Women's Overgaiters; "INDEPENDENT" Rubber Co.'s Brands of Rubber Footwear — "KANTKRACK," "ROYAL," "DAINTY MODE," "VERIBEST," "DREADNAUGHT;" English Slippers in Felt, Velvet and Arctic Cloth; "Superior" brand Canadian-made heavy felts. Women's Light Felt Slippers in all colors; in "Juliet" and "Kozy" styles; fur and ribbon trimmed, with leather and "Kumfy" soles; high and low cut patterns.

"It's worth a good deal to know that your order will be filled exactly as you want it"

WHEN you send an order to J. A. McLaren Co., Ltd., it is with the assurance that it will be filled exactly as though you had personally selected the goods. And whether the order is wanted immediately or six months ahead, the result is the same. Such a service is only made possible by the large, comprehensive stock with which our warehouse is filled.

Check over your needs now.

"Imperial" Fine Leather Strap Shoes and Oxfords

An exceptionally attractive range of these popular Women's Shoes are on hand, ready for immediate shipment. Amongst our many up-to-date spring and summer lines, we are featuring especially, walking shoes in straps and oxfords, in brown and black calf, patent leather and vici kid. Whatever your wants may be in these latest lines, in this class of goods, we can supply them.

Snappy Summer White Goods

The last word in smartness has been achieved in these two-tone and all-white Canvas strap shoes and oxfords made in the best white goods factories in the Dominion. Our range of white canvas shoes with patent trimmings is very extensive and is in special demand and are such as will put "pep" into your summer trade.

Maple Leaf Work Shoes

Men and Boys wanting a good-looking, sturdy work shoe take to "Maple Leaf" like ducks to water. Some very attractive lines have been added this season.

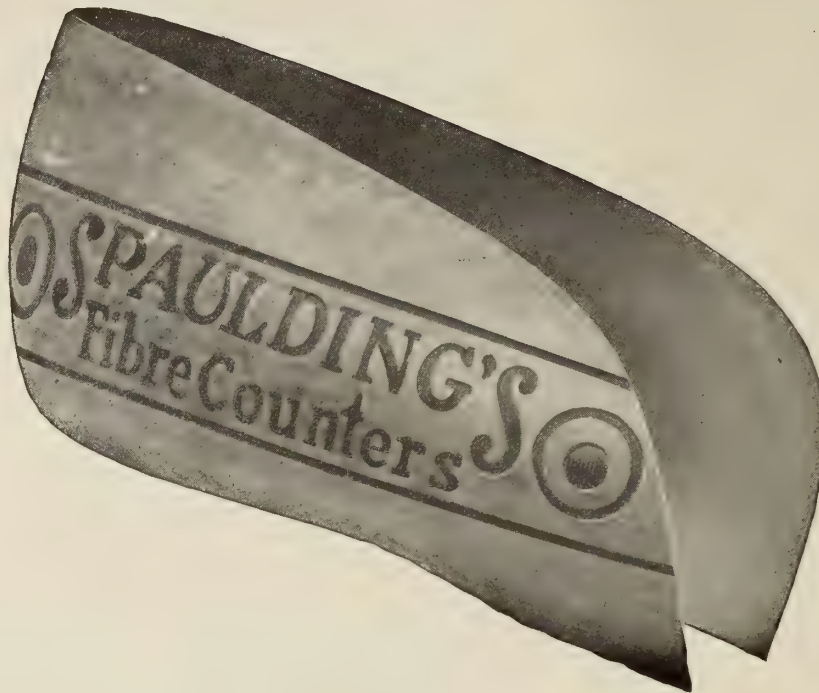
Little Canadian's

This line has been instrumental in building up many a good misses' and children's trade. It can do the same for you.

QUALITY — SERVICE — DEPENDABILITY

J. A. McLaren Co., Limited

30 Front St. West, TORONTO



A Spaulding Counter to Fit Every Last

If you have difficulty in properly fitting your lasts, use

SPAULDING'S FIBRE COUNTERS

Whatever the shapes and forms of heel seat they can be perfectly fitted and the result will be better looking and more satisfactory footwear from every point.

WE MAKE OUR OWN FIBRE

J. Spaulding & Sons Co., Inc.

Main Office and Factory
NORTH ROCHESTER, N.H.

Boston Office
203-B ALBANY BUILDING

PHILADELPHIA
John G. Traver & Co.
141-143 No. 4th St.

CINCINNATI
The Taylor-Poole Co.
410-412 E. 8th St.

ST. LOUIS
The Taylor-Poole Co.
1602 Locust St.

CHICAGO
J. E. D. McMechan & Co.
217 W. Lake St.

SEVEN FACTORIES
Tonawanda, N.Y. Rochester, N.H.
No. Rochester, N.H. Milton, N.H.
Townsend Harbor, Mass.

English Agents: J. Whitehead & Co. Ltd.,
Leicester, England

Canadian Agents: International Supply Co., Kitchener, Ont. and Quebec City
V. Champigny, Montreal



The Yale Arch Preserver Last

“A Peach”

What man is there among your customers who wouldn't be tickled pink at sight of this new Yale last? And remember, it is built on the Arch Preserver idea, which means freedom from fallen arches and other foot troubles. The combination of style and comfort is the most forceful selling argument the merchant has ever had at his command.

If you have ever had any doubts on the corrective type of shoe—this Yale will knock them sky high.

Send for samples.

The Talbot Shoe Co., Limited
St. Thomas :: Ontario

The Arch Preserver
Shoe is made by us
under special license



from E. T. Wright
& Co., Inc., Rock-
land, Mass.

The Columbus Rubber Co. of Montreal, Limited

announce the opening of a
new office and branch stock
room in the Cuthbertson
Building, 284 Yonge St.,
Toronto, in charge of Mr.
Fred McIntosh.

Sorting orders can be filled
immediately.



Rubber Footwear DeLuxe



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

A DISTINCTION THAT COUNTS

Boys' and Girls' sizes of Miner's Plain and Storm Overs, Cloth Shoes and Tennis Shoes have Boy Scout or Girl Guide Emblems on the soles.

These emblems mean the difference between "just Rubbers"

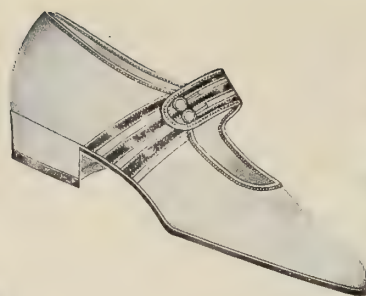
and

a distinctive, quick selling line that will be asked for by name.

See It On The Sole



No. F876—\$3.50



No. F582—\$1.85



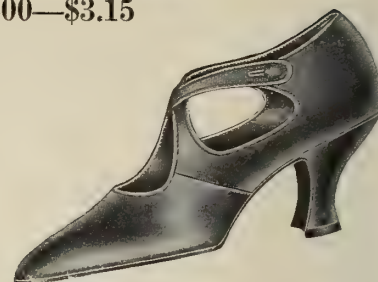
No. F800—\$3.15



No. F812—\$3.15



No. F786—\$3.10



No. F798—\$3.15

Descriptions

- F876 Black Satin Brocade Overlay Panel and Tongue Pump, Genuine turn, 14/8 Full Spanish heel, widths A to D code "Sally" \$3.50
 F874 Same as above except 16/8 Full Louis heel code "Irene" \$3.50
 F808 Same as above except imitation turn, 14/8 half Spanish heel, widths B to D, code "Alice" \$3.00
 F812 Black Satin One Strap, Tongue effect, Brocade Quarter, Imitation turn, 14/8 Half Spanish heel, widths B to D, code "Joey" \$3.15
 F878 Same as above except all Satin Brocade Overlay Panel and Tongue, Genuine turn, 14/8 Full Spanish heel, widths A to D, code "Mary" \$3.75
 F786 Black Satin Wide One Strap, 9/8 Flapper Heel, rhinestone button, genuine turn, leather lined, widths B to D, code "Clover" \$3.10
 F776 As above except imitation turn, code "Edna," \$2.75
 F742 As above except black drill lined, plain button, code "India" \$2.15
 F582 White Canvas Patent Trimmed One Strap, two button, imitation turn, 9/8 heel, widths B to D, code "Enid" \$1.85
 F580 Same as above except with 12/8 Cuban heel, code "Thelma" \$1.85
 F798 Black Satin Cross Strap, 16/8 Louis heel, leather lined, genuine turn, widths A to D, code "Stella" \$3.25
 F800 White Satin One Strap, leather lined 14/8 Louis heel, widths B to D, code "Helen" .. \$3.15

CANADIAN REPRESENTATIVES:
 A. E. CLOUTIER, 518 New Birks Bldg., Montreal
 V. A. PEARSALL, 11 Fern Avenue, Toronto.

Capture your town with this Fashionable Footwear

Wouldn't you like to have your store known as headquarters for Fashionable Footwear at Low Prices?

Here are the shoes which give you the opportunity to obtain this distinction—and the profit attending it.

HANNAHSONS styles are leaders in volume grades. And HANNAHSONS prices are unusually low—reflecting many manufacturing economies.

The speed of your turnover is the measure of your success as a merchant. HANNAHSONS Fashionable Footwear will give you an unusually rapid stock turn. It requires only a small investment, because HANNAHSONS In-Stock service is efficient and you can size in as you size out.

HANNAHSONS maintains a large stock for **your** benefit.

Whether your order is for a pair on a size or for case lots, it will receive efficient attention.

You should share in the big Easter business which will come to HANNAHSONS customers.

Tell us what sizes you need. Let us convince you that HANNAHSONS Fashionable Footwear will make money for you.

HANNAHSONS SHOE CO.

Haverhill, Mass. U.S.A.

Manufacturers

Send for HannaHson News—its valuable

In Stock **HANNAHSONS** In Style

You can depend on

LAWRENCE LEATHERS

It's the absolute reliability of Lawrence Leathers that makes them so satisfying to retailers and manufacturers, a constantly increasing number of whom are learning to insure receiving the newest and best things in leathers by keeping in touch with A. C. Lawrence Leather Company.



**CALFSKIN
SHEEPSKIN
SIDE LEATHER
PIGSKIN
WELTING
COUNTERS
INSOLES**

Samples sent on request—

**A. C. Lawrence Leather
Company**

210 South St. Boston, Mass.

New York — Cincinnati — St. Louis
Rochester — Chicago — Philadelphia

Arch Support Shanks

Our thoroughly equipped die department has made it possible for us to meet the tremendous demands for Arch Support Shanks.

Don't forget we manufacture dies in our own plant and can produce any special design of Shank you require from your pattern.

We also manufacture a full line of Steel and Leatherboard Shanks.

Write for prices.

**The H. W. Steel Shank & Specialty
Company Limited**
Preston Ont.

The Popular Shoe that Sells at a Popular Price

About 95% of the average merchant's trade is composed of people of moderate means who look for a good-looking, comfortable and serviceable shoe—at a moderate price. And that is the reason why these lines of A. A. Cote & Son Limited enjoy such a wide appeal.

Here they are—Standard Screwed Shoes in Men's, Boys', Youths', Little Gents', and Children's. McKay Sewed Shoes in Men's, Boys', Youths', Little Gents' and Children's.



A. A. Cote & Son Limited
St. Hyacinthe, Que.

“SQUARE



WEAR”

THE merchant who carries the Yamaska line can truthfully say “Here is a shoe that will stand more than the average amount of abuse; that is comfortable, good looking and economical.”

Backed by nearly sixty years of good shoemaking. Made of carefully selected materials, by men who take pride in their handiwork.

“The shoe that overcomes the price argument.”

Manufactured exclusively by

La Compagnie J. A. & M. COTE, St. Hyacinthe, Que.

YAMASKA

“Since Eighteen-Sixty-Five”



The Insole "Perfect"

"KENDEX" FOR Sporting Shoes

Recognition of the superiority of "Kendex" Insoles is found in their vastly increased use. For Sporting Shoes their many features make them particularly desirable, adding strength, comfort and wear to the shoe,

Thus, in their endeavor to produce Sporting Shoes of unusual merit, the Northern Rubber Company, Limited, naturally selected "Kendex" and the satisfaction these shoes have given more than justifies their choice.

Let us send you a dozen slip insoles packed in assorted sizes. A card will bring them.

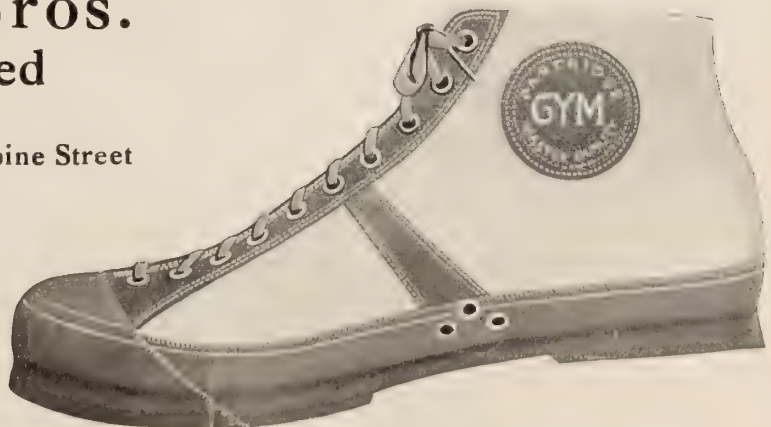
Kenworthy Bros. of Canada, Limited

ST. JOHNS, P.Q.

Montreal Address — 224 Lemoine Street

KANEVA INSOLING

Plain or backed with felt for McKay work. It is very flexible, unaffected by moisture and will outlast the shoe itself.





Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada
The Oscar Onken Co. 5951 4th St. Cincinnati, O.

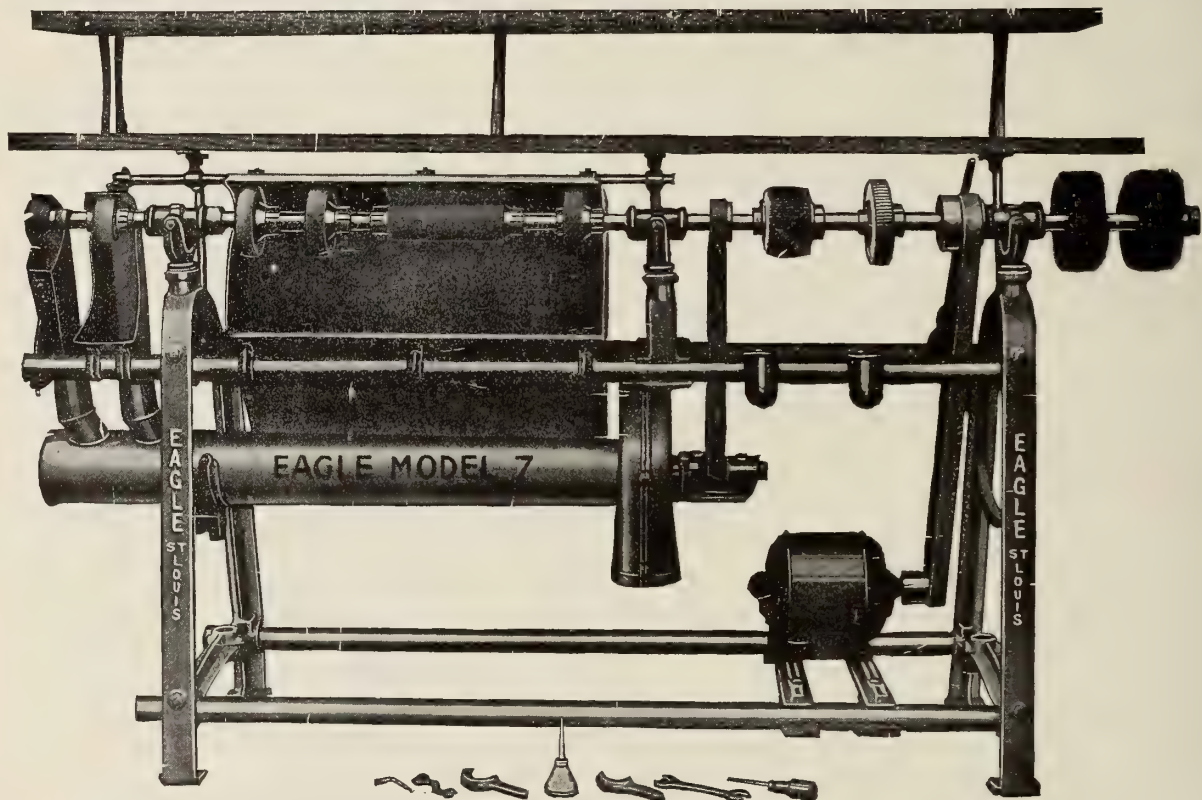
Lowest Rates per Interested Reader

Where this guarantee of worth is to
be found:—



Hugh C. MacLean Publications
LIMITED

Better Work and More Business when your shop is equipped with "Eagle" Machinery



The model 7 Eagle Finisher shown above represents the very last word in this type of shoe repairing equipment. Not only does it ensure better work and more business, but by reason of the system of belt shifting, your power is reduced 50% as the finishing shaft is stationary when sanding shaft is in operation, and vice versa. Equipped with double shelf and can be had in either Tight-Loose Pulley or clutch style.

Dimensions: Length 7 feet 2 inches. Width 24 inches. Weight crated, 575 pounds.

Write us today for prices and full information concerning this or any of our machines—Combination Heel Remover and Nail Cutter, Combination Sole Cutter and Skiver, Heel Reducer, Wide Blade Skiver, Sole Cutter, Large and Small Jacks, etc.

Choice of all best makes of electric motors, supplied with this machine.

Levine Leather Company Limited

475 Queen St., W., Toronto, Canada

Representing Eagle Machine Co., St. Louis, Mo.



The "Archway"



The "Archway"

The Edwin Clapp "Flexile" shoe for men—
A corrective shoe that is an unqualified
success—

Edwin Clapp & Son Inc.

Established 1853

East Weymouth — Mass.



The head of one of America's
largest glazed kid
producers said—

"Put ten small cuttings of as many different kinds of Havana Brown Kid before me and I'll pick out the New Castle every time.

There is an indefinable something in the New Castle **Havana Brown** color that distinguishes it from every other."

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.



Here's the Finest Ski Boot Made

IF you have any ski-ing enthusiasts among your customers, you will surely win their hearts with this foremost of all Ski Boots—the one we first introduced to the Canadian Trade twelve years ago and which is conceded “the best of all” by many of the most noted ski-ers.

Note the special-shaped sole to hold the irons of the skis, which prevent the boot from slipping; also the feature toe which is exclusive in this type of shoe.

Made in high and low cut for men, women and boys. Samples on request.

DAOUST, LALONDE & CO., LTD.

45 to 49 Victoria Sq.

MONTREAL, QUE.

BRANCH: The Metropolitan Shoe Co., 91 St. Paul St. E.. MONTREAL



Footwear in Canada

57 per cent. more net paid circulation;
67 per cent. more paid circulation among
retail shoe dealers and repair shops,
than any other shoe paper in Canada.

See Reports Audit Bureau of Circulations
Subscription records available to prove above

VOLUME XIII

MARCH, 1923

Number 3

IN THIS ISSUE READ

Ackerman & Son, B. F.	62	McLaren, J. A.	13
Ahrens, Chas. A.	4	Miner Rubber Co.	17
Aird & Son	10	Murray Shoe Co., Ltd.	9
<i>Ammunition for the Shoe Trade</i>	38	Myles Shoe Co.	4
Baby Shoe Company	64	New Castle Leather Co.	23
Breithaupt Leather Co.	26	Nursery Shoe Co.	6
Clapp & Son Inc., Edwin	23	<i>New Spring Hose Shown in City Shoe</i>	
Clarke & Co., A. R.	68	<i>Stores</i>	51
Columbus Rubber Co., Ltd.	1-16	Oscar Onken Co.	22
Cote, J. A. & M.	20	<i>One of Ontario's Oldest Shoe Retail</i>	
Cote & Son, A. A.	20	<i>Houses Celebrates 60th Anniversary</i>	36
Consolidated Rubber Co.	3	Panther Rubber Co.	2
Dale Wax Figure Co., Ltd.	58	Parisian Beading Co.	66
Daoust Lalonde & Co., Ltd.	24	<i>Proof of Advertising in the Results.</i>	32
<i>Dack & Sons Open New Store</i>	29	<i>Prospects for Better Spring Business</i>	
Edwards & Edwards	66	<i>in the West</i>	47
Everett & Baron	61	Robson Leather Co.	7
<i>England Turns to Her Empire</i>	28	Samson, Enr., J. E.	59
Franklin Machine Co.	62	Scott & Co., John	59
French Beading & Novelty Co.		Scroggins Shoe Co.	5
Fortuna Machine Co.	62	Shoe Store Specialties	61
<i>Factors Affecting the Success of a</i>		Spaulding & Sons Co., J.	14
<i>Hosiery Dept.</i>	51	Talbot Shoe Co.	15
<i>Footwear Findings</i>	56	<i>Two Forms that will Add to the Con-</i>	
Gutta Percha & Rubber Mfg. Co.	65	<i>venience and Efficiency of Your</i>	
Globe Shoe Co.	67	<i>Stock Records</i>	40
Halford Pub. Co.	61	<i>The Worst Salespeople Are Those Who</i>	
Hannahsons Shoe Co.	18	<i>are "Above" Their Jobs</i>	46
Hawthorne & Co., D. D.	8	<i>Tell Them by Telephone</i>	43
Hinde & Dauche Paper Box Co.	62	Universal Shoe Machinery Co.	58
Humberstone Shoe Co.	64	United Shoe Machinery Co.	63
H. W. Steel Shank & Specialty Co.	26	<i>With the Editor</i>	27
<i>How the Cafeteria Idea Worked in a</i>		<i>Who is Your Keenest Competitor</i>	44
<i>Dollar Day Shoe Sale</i>	35	<i>What Do You Know about Calf</i>	
International Supply Co.	60	<i>Leather?</i>	45
<i>If You had a Fire To-morrow</i>	41	<i>What Type of Waiting Room Will Pull</i>	53
Kaufman Rubber Co., Ltd.	12	<i>What the Federation is Thinking About</i>	54
Kenworthy Bros.	21	<i>Your Windows Your Best Bet for</i>	
Landis Machine Co.	66	<i>Boosting Easter Business</i>	34
La Duchesse Shoe Co.	61		
Levine Leather Co.	22		

Hugh C MacLean

Vancouver, Winnipeg, Montreal

Publications Limited

347 Adelaide St W. TORONTO

A great many manufacturers have paid a big price to learn the power of the retail merchant

97
of Footw
and allied
are sold on
recommend
of the Re
Merch
In the ey
the Cons
he is respo

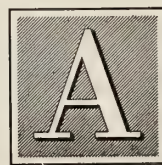


Established 1857

"THE WEAR



IS THERE"



ADMITTING that nearly all leathers are good, the fact remains that experienced buyers and manufacturers of the best shoes are almost unanimous in their choice of Breithaupt tannages. The superiority thus acknowledged is the result of a little greater discrimination in the selection of hides and the exceptional care taken in tanning. This has been true of all our products for three generations—since 1857

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





With the Editor



Causes of Recent Depression Temporary

Some shoemen with whom we have been talking recently take a very doleful view of the outlook in the shoe business. They declare without hesitation that the retail trade is headed straight for disaster if it is forced to continue under the present conditions very much longer.

In the smaller places, particularly, the ogre of style is the object of bitter imprecation. This is the mauler that is robbing the merchants of their profits, aye and eating into their reserve and their capital itself. Where will it end, they ask.

Many retailers tell us, too, that there are too many men in the retail shoe business. This raises the question as to who ought to get out. Generally speaking, of course, it's the fellow down the street.

One shoeman, however, was quite candid, when he said: "It may be that I should get out of the business myself, rather than my neighbor around the corner, but I'm taking in enough to buy bread and butter at least, and so I guess is he—so we'll both hang on in the meantime until one or other is forced to the wall, or there's a big improvement in business."

We think that prospects are not altogether as gloomy as a casual visitor amongst the trade within recent weeks might have been led to believe. The pessimistic atmosphere which seems to be enveloping the business in certain sections has been created by certain temporary causes, which will probably have largely disappeared within the next few weeks.

Coal Situation a Big Factor

February business, generally, has been extremely flat. The reason for this, however, is not that there is any constitutional weakness in Canada's industrial system. At this time of the year, in the ordinary course of events, there is little doing, and there have been certain contributing causes which have aggravated the dullness in many sections. One is the coal situation. In many towns which our representative visited recently, the price of anthracite was \$20.00 per ton, and it was very difficult to get at that. Wages are low, relatively—\$15.00 per week for common labor in the smaller places—and the average wage-earner has one concern upon his mind which overshadows all others; how is he going to get his next

ton, or hundredweight, of coal, and how is he going to gather together the ready cash to pay for it. The burden of buying fuel is without a doubt hurting every other line of business.

Added to this, there has been widespread sickness in many localities. The hospitals are full, the school attendance is depleted, there are few families in which some members have not had at least a touch of the prevalent "flu." This condition in the towns combined with extremely inclement weather, has not only prevented the townspeople from getting out and around to the stores as much as they ordinarily would, but has also tended to keep the farmers and the families at home, from the fear of catching the epidemic.

Spring Prospects Reasonably Good

These are merely temporary circumstances, however, and spring is now not far distant. Though wages, in some instances, are low, in relation to the cost of fuel and rent, the unemployment situation is much less serious than it was last year, and with the passing of the winter, within the next few weeks, a new feeling will pervade the community. People will commence to make the purchases which they were forced to postpone, and the probabilities are that there will be a fairly active demand for footwear. There is not question of doubt but that many of the fair sex are carrying along with shoes which, as soon as the season requires the setting aside of their "four-buckles," will have to be immediately replaced—and the same applies to some extent to the men.

As to the burning question of styles, that will be adjusted as soon as the trade gets its fingers so badly burned that it is afraid to touch the "mushroom" variety, and we believe that is a development that is not very far distant. The industry will shortly be back to a saner basis of operation.

Competition will undoubtedly continue to be keen, as it always has been, but when it is asserted that there are too many retailers in the business, what is really meant that there is too little business for the retailers. When trade picks up, that condition will right itself. In the meantime, there may be a further process of elimination. The operation of the principle of the survival of the fittest is evident in the shoe trade, as in practically every other, at the moment.

England Turns to Her Empire

At last, after a dozen futile conferences, England has parted from France on the question of reparations. The rupture was a matter of temperament and was inevitable.

England cannot co-operate with France, except under pressure of war. There is no way of harmonizing the two points of view.

The Entente will have no public funeral, but it is at an end. France may now go ahead in her self-chosen role of chief executioner, and spend \$300,000,000 in getting \$200,000,000 out of Germany. Such is the English opinion.

The truth is that England has been forced to return to her old policy of isolation. This is the traditional British policy, but twenty years ago it was temporarily abandoned.

"We have not a single friend left in Europe," says a London editor.

Russia is extinct. Italy is aloof. France is independent and Belgium has taken sides with France.

The new ideal of the English people is a self-supporting, co-operative League of Nations, all under the English flag.

For eight terrific years, England has had her fling in international adventures, and now she has had enough. She wants no more internationalism. She is turning her attention to her own Empire. That is the most significant national tendency in the British Isles at the moment.

England never has appreciated her Colonies more than she does in the present crisis. The Colonies have made no trouble. They have paid their debts, while foreign nations have not.

Australia has paid more than France, in the last four years. Australia owes England \$450,000,000 and has paid \$90,000,000; while France owes \$3,000,000,000, and has only paid \$75,000,000.

Canada, owing \$65,000,000, has paid \$16,000,000 on account, while Italy, owing \$2,500,000,000, has only paid \$40,000,000.

Austria and Armenia have paid nothing, while little Newfoundland, owing \$2,000,000, has paid \$375,000.

If foreign nations had paid as promptly as the Colonies have, England could have wiped off the American War Loan and had a handsome surplus.

In the matter of trade, too, England is discovering that her Colonies are her best customers.

A member of the Cabinet—Colonel Amery, made a speech to the British Empire Union recently that is very significant. He advocated more trade within the Empire and hinted that the Government might be in favor of a system of "Imperial preference."

"The trade of our own Empire," he said, "is worth 25% more than that of the rest of the world put together."

Another member of the Government is advocating a tax on foreign securities; and a third cabinet minister has declared that the British policy is "to populate the Colonies and in this way make our own markets."

At present, England's best customers are India and Australia. The Colonies, or Dominions, as they are now being called, bought \$1,000,000,000 worth of goods from Britain in 1913, while America, Germany and Russia bought only \$440,000,000 worth of British goods.

The self-governing Dominions have now a population of 15,000,000 people, all white and all British. Then there are the Dependencies, with 350,000,000 people, all colored.

All told, the British Empire consists of one-quarter of the earth and its people. It produces iron, sugar, cotton, jute, coffee, tea, corn, rice and rubber. It has wool, meat, wheat, lumber and oil. It produces half the diamonds and half the gold.

It is fully as self-sufficient as the United States, and capable of immense development. Canada can support 20,000,000 people and Australia can support 40,000,000.

So, the signs of the times point to a closer co-operation between England and the scattered parts of her stupendous Empire.

Her new Prime Minister is a Canadian, and the Prince of Wales has recently become the Patron of the Canadian Club.

An eminent banker—an associate of Mr. McKenna, is now advocating an issue of "Imperial Currency Bills," on the model of Treasury notes, to be used as currency throughout the British Empire.

Also, it was decided recently that all the materials and products used at the British Empire Exhibition in 1924, must be British. No French wines—no Oregon lumber—no Chicago meat—no Pittsburgh steel. This decision was forced upon the Exhibition Committee by a public clamor.

"We have had enough of foreign entanglements," thinks the average Britisher. "Let us now spend a generation or two on conserving our own possessions, and restoring prosperity to our own people."

Incidentally, this swing from Europe has made England more in favor of some sort of American agreement. There would not be, at least, the temperamental difficulties in co-operating with the United States, that there have been in co-operating with France.—Herbert N. Casson in Barron's Weekly.

Still Growing: R. Dack & Sons, Over a Century in Business, Open New Store

**Establish Montreal Branch in New Mount Royal Block—Splendid Premises
Specially Arranged to Appeal to the Men's Trade—Window Space of Un-
usual Size and Attractiveness—Make Bid for High Class Hotel
Custom—Repair Dept. an Added Service Feature**

In the design of modern hotels architects are giving more and more consideration to the convenience of the public, not only as regards the hotel accommodation, but in the matter of what may be termed auxiliary services. As an example, the Mount Royal Hotel, Montreal, may be cited. Here a number of stores are located on a portion of the ground floor. These serve the purpose of affording shopping facilities to the guests without their leaving the hotel—a convenience which is undoubtedly appreciated. The stores have also ample street frontage and are equally accessible and attractive to the general public.

One of the stores in the Mount Royal block has just recently been occupied by the well-known custom shoe house of R. Dack & Sons, Ltd., who moved there from temporary premises at the corner of Peel and Windsor Streets where they have been operating since September last. In entering the Montreal field this firm already had the nucleus of a substantial business, having many local customers who secured their shoes from the Toronto store. Dack's—now in business for over 100 years—have three establishments, at Toronto, Montreal and Winnipeg. All their goods, with the exception of men's slippers, are manufactured in the Toronto factory. In addition to men's shoes, they manufacture some women's custom-made lines, including riding and hunting boots and golf shoes. Their footwear is all of a high quality and commands a price commensurate with the materials and workmanship.

Provision for Large and Attractive Window Displays

The Montreal store is situated at the north east corner of Metcalfe Street, having an extensive frontage on that street and smaller window space on Mount Royal Place. The entrance to the store is on Mount Royal Place, and there is also an entrance from the hotel itself. The window accommodation is unusually large; there are two windows on Mount Royal Place, three on Metcalfe Street, and one in the hotel. These are lighted by X-Ray reflectors. The trims are carried out along simple lines, showing but a small number of shoes, as suited to the class of trade to which the firm caters. During the opening days, the display frontage on Metcalfe Street was given over to three interesting displays—one of black shoes, another of brown shoes, and the third of shoe trees. The last-mentioned display was accompanied by a card, which read, "A good shoe is worth caring for properly—a pair of shoe trees preserves the appearance and prolongs the life of your shoes." Another neat card emphasized the importance of proper fitting.

"A Man's Store"

The interior of the store is handsomely furnished and care has been taken to secure that atmosphere

and general appearance which make it distinctly a man's store. It is 48 feet long by 18 feet wide and is admirably lighted, the large amount of window space making it particularly bright and cheerful. The fixtures are of mahogany. Shelving for the stock is ranged on either side and extends the full length of the store. On the side nearest the hotel rotunda, there is a section of the stock fixtures which projects beyond the balance of the shelving. Back of it is a concealed stairway, to which entrance is gained by a small door, leading to an office on a balcony above. This section is arranged to accommodate a stock of hosiery and spats, being equipped with glass-fronted drawers. A display card announces that the firm carries, "Unusual designs in imported hosiery—made in England by the foremost makers."

On the opposite side of the store, the shelving is arranged in separate divisions to allow access to the windows facing on Metcalfe Street. In the intervening spaces, seats have been constructed, covered in leather, which partly conceal the radiators. At one end of the store is a small counter, adjoining a showcase for polishes, shoe trees and other findings. A reserve stock is also carried in a cupboard nearby. The entrance from the hotel is at the extreme end, the adjacent wall space being taken up by a large mirror with two lights. At night, the store is illuminated by three electric fixtures of the bowl type.

The floor is of terrazzo, liberally covered with rugs. The seats for the customers take the form of mahogany chairs, in various designs, upholstered in velour, which are artistically grouped in various parts of the store.

Simplicity and Efficiency in Stock Records

The stock is so arranged that black shoes are kept on one side and tan on the other, bals, bluchers and oxfords being each kept in separate groups. The system of keeping track of the stock is of a simple character. Duplicate stock sheets are kept in Montreal and at the Toronto factory. As goods are sold, entries are made in the Montreal stock book, and duplicate sales slips sent to the factory. At the same time the manager notifies the factory of the lines he desires to be repeated.

"Dack's policy," said Mr. J. A. Cole, the manager, "is to ensure the proper fitting of every customer; this we regard of paramount importance, and we would rather lose a sale than allow a Dack shoe to leave the store improperly fitted. We also make a point of advising a buyer what style and class of shoe he should purchase to suit his feet, and also the kind of leather he should choose."

High Grade Repair Service

It is well recognized that a repair department is a valuable auxiliary to any shoe store, being not only a source of profit, when well managed, but also a



This new branch store of R. Dack & Sons, Ltd., in Montreal, is located in the Mount Royal Block and has direct connection with the great hotel itself. The premises are equipped with splendid windows, which lend themselves particularly well to the display of the high class footwear Dack's make and sell.



The interior of Dack's new store is very bright and cheerful, and while splendidly appointed, has the simplicity of arrangement that appeals to the exclusive men's trade. Note the hosiery section in the centre on the left. On a balcony over this section, concealed from view, is the manager's office.

means of valuable service to customers, who often prefer to have their repair work done by the same concern which supplied the shoes. Dack's have installed a repair department in the basement of their Montreal store, where, to quote the published announcement, "Dack's repair work is performed on the same high scale as Dack's shoes are made."

Mr. Cole, the manager, is a practical shoeman. He

has worked at the bench, has passed through the successive stages of mechanic and foreman; has been in the retail business; has been out on the road, and from that position has become manager of the store—a pretty good all 'round experience. While with Dack's, he has been a traveller, and also a salesman, so that he knows immediately the goods and the policy of the firm.

The Proof of the Advertising is in the Results

Here's a Concern That Secured Returns of More Than 20 per cent in Actual Orders From a Single Letter Sent Out by Its Direct Mail Advertising Dept.—Read About Its Methods.

Returns of better than 20 per cent in actual orders received out of a single letter sent out by the Direct Mail Advertising Department of a retail shoe and clothing store sounds rather like a dream to say the least of it; yet, such a result actually was accomplished recently by a concern whose operations the writer had opportunity to investigate. Out of 10,000 letters sent out by the Direct Mail Advertising Department of the store more than 2,000 customers made purchases either by mail or by personally calling during the four months after the letter was sent.

Because this department has proven so unusually successful, and because it is the sort of a department that any retail shoe store could operate with equal success, a few words regarding its operation will not come amiss.

Annual Postage Account \$6,000

It was originally formed as a sort of an experiment by the company, but obtained such unusually good results from the very start that it has now developed into one of the most salient parts of the business. Annually it sends out approximately 300,000 letters and pieces of direct mail advertising literature, with a postage account per year of close to \$6,000, and other expenses of the department's operation around \$10,000 per year. To invest more than \$15,000 per annum in the operation of such a department means that good returns have to result. They do, for the company turns this investment over many, many times in the course of a year in gross profits resulting directly through this department.

The store's mailing list contains about 75,000 names, and these are divided into classifications, such as workmen in factories; boy scouts; fathers of boy scouts; college girls and boys; high school and public school students; lady and men golf players; automobile owners; mechanics, etc., etc.

The "Class" Appeal

In the letters sent out by the department the appeal is always direct to certain classifications. For instance, to workmen; about shoes, clothing, etc., for every-day wear in the factory; to lady and men golf players; about shoes for golf wear, stressing the importance of comfortable shoes as a means of steady golf, etc.; to high school students about to graduate; shoes and clothing for the occasion, etc., etc.

By making the appeal direct in this way, making

the letters sent individual and personal by multi-graphing them and filling them in with the customer's name and address, remarkable results have been achieved, and invariably the investment involved in the cost of the letters is returned many times over in gross profits resulting. Furthermore, the letters are addressed as "Dear Mr. Jones," or "Dear Miss Smith," as the case may be; or if to boys, as "Dear Bob," or "Dear Dick," as the case may be. This means a personal appeal that accomplishes genuine sales results.

Business Spread Over Wide Territory

Most of the 75,000 names on the firm's list are in surrounding territory, but there are also many other names in different parts of Canada, the United States, and even in foreign countries. The writer, in fact, has seen orders in the company's files for shoes from points as far apart as Toronto, Vancouver, B.C.; Rio de Janeiro, and Korea. Strange, isn't it, that people in these far off places—far off so far as the firm's location is concerned—should order shoes from a store hundreds of miles distant? Still, they do it, and the fact affords ample evidence of the genuine worth of a direct mail advertising department.

Charles Brady, manager of the men's shoe department at the store, has a thick journal entirely filled with orders for shoes that have been received by this department by mail from all over the United States, from Canada and foreign countries.

Figures on Costs

A table of actual costs of an average 1,000 letters compiled recently by William F. Greene, manager of the direct mail advertising department, shows the cost to be approximately \$30 to \$31. This includes two cent postage, stationary, multigraphing, time, etc. If the store does not own its multigraph about \$4 to \$5 per thousand more will be the cost. As to time, including addressing envelopes, filling in each letter personally, folding and stamping, setting up and operating multigraph, the average per 1,000 letters is 13 hours. And at \$30 per 1,000, this store almost invariably return the investment from 5 to 15 times over in actual profits.

As to the particular letter referred to above, which resulted in better than 20 per cent returns, it was termed by the store a "good will" letter, and

sent to 10,000 accounts on which no purchases at all had been made for three to four or five months. The copy used in this letter was as follows:

A Letter that "Pulled"

Mr. John Doe, Anytown.

Dear Mr. Doe:

You haven't given us any business now in quite a while.

Yes, we've noticed it.

We hope, however, there is no dissatisfaction; if so, let's get together.

A little conference will likely straighten it out.

If you can't come in soon, tell us through a letter of any weak spots.

We want to know just what you think.

In that way only can we adjust our thought to yours.

If the goods bought of us have worn so well that you haven't had to come back thus far—Good!

Tell us about that also.

We'll be expecting to see you in person, or have a letter from you in a few days—the self addressed envelope enclosed is for your convenience.

In Our New Home Now.

This letter was made the subject of a review by members of the local Direct Mail Advertising Club, a branch of the Associated Advertising Clubs of the World, and including in its membership men recognized as experts in this sort of work. They pronounced it one of the finest examples of direct mail advertising they had ever observed, as close to the 100 per cent point as it would be possible to come.

Two Thousand Customers Influenced

Results, too, indicated the truth of this, for as previously stated the letter brought more than 2,000 customers into the store who made purchases.

As a direct response more than 800 replies were received by mail within two weeks after the letter was mailed. As could naturally be expected some of these replies were in the nature of complaints, and in each instance such complaints were promptly adjusted to the satisfaction of the customer. In a great many of the letters received there were orders for merchandise, ranging from a few dollars to more than \$100; while the remainder of the letters were of a general nature, nearly all of them containing the assurance that the customer had been always satisfied with the treatment accorded him by the company, and with the merchandise purchased, and promising his further patronage whenever he had need of anything in the Muse line.

Replies by mail, however, really represented but a comparatively small part of the results that this letter ultimately achieved.

At the end of four months Mr. Greene went carefully over the 10,000 cards in the order files, representing the 10,000 accounts to which these letters had been sent, and tallied up the gross results. Remember, prior to sending these letters not one of these accounts had made a purchase at the store—at least a charge purchase—in three to four or five months; but when results were tallied it was found that, including the orders received in the mails, more than 2,000 out of these 10,000 customers had made purchases at the store during the four month period **after they had received this letter.** Some of these purchases, of course, were small, but others ran well

above a hundred dollars, and the entire total amounted to many, many thousands of dollars.

Three Hundred Dollar Investment Pays Big Dividends

The total cost of the letter, including stationary, postage, time involved, etc., was about \$300; according to results tallied up it actually returned several hundred per cent on the investment in gross profits during the four months. For instance, it is interesting to note that one man who had made no purchase whatever at the store for eight months before he received this letter, bought three suits of clothes and two pairs of shoes during the four months after he received it.

The wonderful success that this Direct Mail Advertising Department has achieved, involving as it does an investment of many thousands annually, goes to prove beyond any doubt that the average retail store—whether in the retail shoe field or elsewhere—can increase its business materially by the operation of a similar department. Or if not a department, by using direct mail methods for advertising to some extent at least. It can be handled either on an elaborate scale as described or on a small scale at the outset as the merchant may prefer. But at any rate whether the store be large or small, the city in which it is located large or small, direct mail advertising can be used to excellent advantage as has been proven in this instance, and if properly conducted can be made to pay for itself in sales returns many, many times over.

A Valuable Catalogue

The retail trade will find in the new 1923-1924 Catalogue of the Columbus Rubber Co. of Montreal, an attractive and useful reference book on rubber footwear. It runs some 52 pages and is splendidly illustrated. Some useful pointers on the fitting and care of rubbers is given at the beginning of the book, which the retail salesman will do well to make a mental note of and pass along for the benefit of customers when they are making purchases of this class of footwear.

Pointers on the Care of Rubbers

1—Keep rubbers cool. Never stand them near a radiator or stove.

2—Keep rubbers in the dark. Sunlight is very bad for rubbers.

3—Keep rubbers clean. Oil or grease, in particular, should be washed off with soap and tepid water before the rubbers are laid aside.

4—Keep rubbers upright. This applies especially to boots. The reason is that the perspiration, if not allowed to evaporate, will rot the boot lining.

Pointers on the Fitting of Rubbers

1—Watch the heel. Never fit a high-heel rubber on a low-heel shoe. If the heel is run down, urge customers to have shoes re-heeled. It will add life to the rubbers.

2—Watch the toe. This will enable you to avoid fitting rubbers that are too short or too long.

3—Footholds for high-heel shoes. If you are out of the correct last or width of high-heel rubbers, fit footholds.

4—Do not wear arctics over sox. They are constructed to be worn over a leather shoe with heel. You can get excluders made for sox.



Your Windows Your Best Bet for Boosting Easter Business

*Here are Some Hints by One Who Knows
the Game on How to Make Them Pull
for You—Why Grouped Displays Make
the Most Direct Appeal—Show Tailored
Styles for an Early Easter—Liven up
Your Windows with Spring Decorations
—The Importance of the Preparation
of Your Window Merchandise*

By HARRY E. GROVES

Formerly Display Manager for Geo. Gales & Co., Montreal, now
Display Manager for Walk-Over store, Buffalo



Are you prepared for your Easter Display? If not get busy right away, for Easter falls early this year and is without doubt the season when the display man should put forth his best effort. It is the time of the year when the humblest of us figure more or less, on "dolling up."

It is hardly necessary to point out that window trims should take on the atmosphere of approaching summer, both in regard to the class of merchandise shown and the decorative accessories.

Let us deal with the merchandise end of it first. Is your merchandise manager working with you? Has he the right kind of shoes lined up? Because, if not, get after him right away, and if there is any possibility of late deliveries, give him to understand that he must get your window shoes in advance of the bulk. In these days of quickly changing styles and **pronounced** styles, shoes that have been shown previous to March should **not** be displayed in your Easter trim, but let the whole window talk **newness**.

Advantage of Grouped Displays

As colored shoes will be much in evidence this coming season, I think a good way (where space permits) is to group the different shades, as in most cases, when a woman is looking for her spring shoes, she has already decided on what suits or dresses she is going to wear, and is after shoes to match or "tone in." It is less tiresome if she can see all the greys in one group, the fawns, or tans, in another, and so on.

I must admit that from an artistic standpoint one can make a brighter display by mixing, or breaking up, the blacks with the light colors, but to get real selling results, we have got to put ourselves in the place of the prospective customer, who usually comes out—especially at Easter—with some idea of what she wants, and the method of grouping is more likely to make a direct appeal than if the eye had to wander over a large area of window space on the chance of seeing something suitable to her requirements.

Show Tailored Styles for Wear With Suits

If you are in a position to use a whole window for colored shoes, it should be done, but one must not lose sight of the fact that Easter (especially when it

falls early) is a suit season and prominence must be given to snappy oxfords and tailored pumps that can be worn with a smartly tailored suit. Then again we must bear in mind those ever-green sport types and must reserve a section for the early buyer.

The sum and substance of Easter Displays means the showing of practically every type of footwear in the very latest styles, and by grouping the different classes you are helping the prospective buyer to make a quicker decision.

In laying out your groups, care should be taken to have them correctly balanced. Much, of course, depends on the space at your disposal, but whenever possible have three or five groups in a window. For example, we are making five groups: blacks, greys, whites, tans fawns. Black would naturally suggest itself as the key group. From that centre you would work, to the left, greys and tans, and to the right, whites and fawns. Where hosiery is carried, display a few single pairs, taking care to get a correct match or a distinct contrast.

Crowding is not Economy of Space

On no account crowd your window. Better, by far, change the shoes every day. But an average sized window, say 12 ft. long by 4 ft deep, should easily accommodate fifty pairs of shoes (10 pairs to a group), and should not look over-crowded if built up to the "eye line" from the sidewalk.

I have only given a rough outline of the suggested lay-out, but I cannot emphasize too strongly the necessity of paying every attention to the minutest detail in preparation of one's shoes. **For every minute spent in placing your shoes fifteen should be spent on their preparation.**

In regard to drapes, which do so much to bring out the lines of the goods, if used with care, the accepted Easter color is of course purple and white, but a pretty shade of lavender is much more dainty and cheerful looking and is quite in order, especially when used in conjunction with flowers of a similar shade—not necessarily lilies, which to my mind are more suggestive of death than of life. There are suitable mauves and lavenders to be got in hydrangeas, wisterias, hollyhocks, etc., which are much more

in keeping with the hopes and aspirations of spring. If Easter means anything at all, it means the dawn of new life, new hopes—therefore, as I said at the start of this article, let your whole display talk Newness.

The Question of Backgrounds

It is difficult to deal in detail regarding backgrounds, so much depends upon construction, but care should be taken to keep away from anything too solid looking at this season. Portable panels, or screens, are much more practical. A five section screen of one long centre panel and the side ones graduated can be utilized in many ways. Have each panel made on separate feet (instead of hinged and square at the bottom). You can then use them in any position. Also have the panels detachable, so that they can be changed according to the season. Many pretty effects can be carried out with beaver board and the soft water colors, such as alabastine. But, as I said before, it is hard to give any specific advice on backgrounds. Useful publications on back-

grounds are available which every display man should have. If you haven't got them, ask the editor.

In this short article, I have endeavored to keep before the display man the vital necessity of letting the Easter window displays breathe the atmosphere of freshness and life. Don't let a touch of anything solid mar the general effect. Let flowers and birds and light colors be the keynote of your windows. Remember shoes need livening up. Don't overdo it, but if you have plodded along in the same old rut, never using any accessories, try what a vase of flowers, either natural or artificial, will do for you this Easter. A touch of color here and there will work wonders.

The accompanying drawings, respectively "Easter" and "Spring," would make ideal centre panels for the portable screens I have suggested. It would pay any merchant who can afford it to get a good artist to carry these drawings out in pastels. They would stamp a display as distinctive, and it is getting away from the usual stereotyped style of lithographs one sees so much of at the Easter season.

How the Cafeteria Idea Worked in a Dollar Day Shoe Sale

"If I hadn't seen it demonstrated, I wouldn't have believed that customers could have served themselves so rapidly and efficiently," said a shoe-man with regard to a "Dollar Day" sale held recently.

The sale was put on for the purpose of clearing out a number of broken lines and odd lots and at the price quoted, it was of course to be expected that large crowds would be drawn to the store. Consequently plans had to be laid beforehand for handling them. This is how it was carried out:

Racks were called into service and a single shoe of each pair included in the sale lot were placed upon them. The other shoe of each pair, however, was not removed from the carton, and remained on the shelf. The shoes on the rack were all ticketed, the tags showing the size,

price and stock number of the shoe, corresponding to the stock numbers shown on the cartons. When the crowds entered the store they simply helped themselves from the racks, the tags serving as guides both as to size and price, and when a customer found a shoe that suited him, he simply handed it to a salesman who, by means of the stock numbers, could locate the mate on the shelf without delay. The customer then paid for his purchase and the shoes were parcelled and handed to him.

The object of only placing the single shoes on the racks was for the purpose of preventing theft which, with large crowds and a comparatively small staff to handle them, might easily be the cause of considerable loss.

The plan worked very well, and the shoe merchant who employed it was more than satisfied with the results.



One of Ontario's Oldest Shoe Retail Houses Celebrates Sixtieth Anniversary

Feb. 1st was Sixtieth Birthday of J. P. Cook & Co., London, Ont.—Event is Signalized by Big Sale—How Firm has Built Prestige and Goodwill in its Community—Beautiful Store Front and Artistic Displays—Outlet for Lower-Priced Goods Forms Separate Department of Business

The sense of stability of things long established, the unpurchasable prestige of a name and business whose worth has been proven by the test of years—this is the distinction that attends the name and fame of the J. P. Cook & Company, Limited, merchants of exclusive footwear, in the city of London, Ontario.

To celebrate the sixtieth anniversary of the establishment of the business, the "Cook Shoe Store" took part in the talk-of-the-town Dollar Day—that is one of the most interesting sales featured by the London merchants in mid-season, staged for February 1st, the very date of the birthday of the J. P. Cook Co., Ltd. From that date the anniversary sale was successfully continued. It is, as the president, Mr. Philip Cook, points out, quite an unusual event with his firm, whose policy, ordinarily, is to carry on without special sales of any kind. Naturally, therefore, public interest was all the more keenly aroused.

The J. P. Cook Company are regular advertisers more with the idea of keeping a well-known name always before the public than in the hope of securing any sensational results.

"Of course we know that special lists of goods and prices bring noticeable results," Mr. Cook concedes, "At the same time our prices generally do not vary enough to warrant this form of advertising." Hence the space in the daily press devoted to the Cook Shoe Store is more in the form of a reminder of old friends always there with the seasonal needs of the public.

Firm Enjoys out-of-Town Business

Whether as a result of advertising or from the prestige of a well-known and long-established business in a very choice part of the business section of the city, much out-of-town custom comes to Cook's store. That the known fame of a business is most assuredly assisted by the constant press announcements to new as well as old patrons is fully believed by Mr. Cook. And he shows his faith by his works.

The retail shoe business established over half a century ago by the late Philip Cook was, under the name of Fitzgerald & Cook. In 1886 this was changed to J. P. Cook Company Limited, and from that date the late Mr. Cook nominally retired from active participation in the business. Of three sons, all of whom entered the store and served their apprenticeships, the present President is Mr. Philip Cook.

The Spirit of Good-will

The affection and esteem shown in the unsolicited words of a number of the present staff, one of whom had been with the company over twenty years, for the late retired president as well as the present Mr. Cook, bore effectual testimony to one of the reasons for the success of the business. The necessary atmosphere for successful co-operation exists in this established shoe business. There is present, too, in

attitude and conversation of the staff a sense of pleasure and self-respect in showing lines of goods both beautiful to handle and worthy of confidence—the assurance and courtesy that attends constant contact with standard and conservative as well as luxurious needs of sane custom.

A Splendid Store Front

Some few years ago the J. P. Cook Company introduced one of the finest fronts of any store in the city of London. Built at a cost of \$3,500 it is entirely of glass, copper and tile, making it weather proof, substantial and beautiful. The island showcase at the extreme front is over ten feet wide and four deep, while the side windows have a width of three feet and a depth of thirteen feet, with a store frontage of twenty-five feet wide.

The windows form a right angle leading to a double-acting door of mahogany, and the effect and space is of that of a room. Here passers-by may enjoy perfect shelter from cold or storm or summer heat and appreciate the artistic feast of choice window-displays.

The back and walls of the windows are panelled in mahogany-edged mirrors and the rear doors are mahogany. There is a one-foot base at the bottom of windows and the two walls up the front and across the top are of prism glass all done in six by six inch dull matt finish turtle green tile with white plaster joints.

Displays That Force Attention

The company aim at window-features and claim the results are excellent from the standpoint of passing interest and constructive trade. To emphasize a certain line of ladies' shoes, a suitably gowned figure is often shown in the island show-case, while the effect of a room is managed in the allotted space. Rich Velour hangings at the back, a shaded reading-lamp, walnut chairs and furnishings, all add to the sense of actual use and need, at the same time adding to the artistic beauty of the entire display. Where other firms contribute a courtesy list is shown.

The other inner window displays, where real visiting with goods can be done, are richly enhanced with ribbon-effects of shimmering velvet on the floor with here and there laid thereon a grouping of brogues, soft-toned furred mocasins, or gleaming pumps of gold or bronze. The various shaped plateaus are all of bronze and blue which tone exquisitely with the choice models displayed.

The Finishing Touches

For evening lighting statuary lamps, tiny boudoir and reading lights are placed here and there on small tables and consoles. Here too, little baskets of flowers, an occasional bud vase with single blossom, or crimson candles in walnut holders, and other home-



The illustration shows the main show window of the J. P. Cook & Co. Ltd., shoe store at London, Ont. Only the very highest grades of shoes are shown in this section and in perfect harmony with the merchandise is the trimmings. The panels at the rear and the curtains are of Persian silk. On the floor is an oriental rug and the window furniture and fixtures are all of the best. Window displays of this kind are big business producers for the firm.

touches, add their urge to the artistry and effect of the windows.

Perhaps on a small walnut chair are laid, with all the careless grace of milady's own indolent casting aside upon return from festivities, the little gold shoes that she wore, and in the background the luxurious, softly-furred goloshes that shielded them for her on a happy way. Always the sale-urge is there, but in a manner that produces sane wistfulness and satisfies with a sense of a good investment and choice, together with natural desire.

A Store Within a Store

The interior of the store forms an immense L, taking a side curve to a smaller department with entrance on Richmond Street. In this latter space are met the needs of those who want medium-priced shoes. The windows on this side of the store, naturally display in greater quantity, shoes of many styles, conspicuously priced. These attract much passing, as well as established custom, and the results of this department are excellent from a trade standpoint.

For some time the J. P. Cook Company have been gradually getting away from the specialty line of leather goods such as club bags and smaller accessories. If there is specializing on any particular line it may be said to be ladies' fancy footwear, although the stock is really supplied to uniformly meet all needs of their trade. Mr. Cook claims a splendid sale of goloshes this season, as well as the usual excellent demand for fancy lines to meet the needs of the season's social activities. This latter is maintained from a name throughout the city and vicinity for exclusive wear and choice of last-minute models.

To hold in safe keeping the honor of a good name, to meet exclusive needs of old established custom, to

minister to every-day trade in a thoroughly reliable and fair-priced way, to obtain the trust of a depending public—these are a few of the aims of the firm of J. P. Cook Company Limited, that have placed its business as one of the best-known and most reliable in Western Ontario.

You May Win the Parents Through the Baby

There is money in an infants' department well handled. First, there must be a stock of suitable shoes, varied enough to give the most particular a fairly good choice of styles and qualities. Second, care should be taken in fitting the shoes to the babies. Third, the baby customers should be secured in increasing numbers. That's all there is to success with an infant's shoe department.

As a method of good will advertising to parents arrangements can be made with a local photographer, who wishes to specialize on children's photographs, to take the baby's photo for a small fee, and supply one to each customer who buys infants shoes. He will have a chance to sell more if it is satisfactory.

A coupon for a photo could be given with every Two Dollar purchase.

Ammunition For the Shoe Trade

A prominent shoe merchant in one of the smaller cities of Ontario recently made the suggestion that "Footwear" could render a service of real value to the trade by supplying propaganda which the shoe merchants could have printed in their local newspapers. The objects of such propaganda, in the main, would be: To help impress upon the public the importance of their footwear, both from the standpoint of health and appearance; to educate them to buy more kinds of footwear suitable for different occasions and to place less emphasis on novelty styles; to inculcate the idea of buying better shoes; to combat mailorderitis and promote loyalty to home-town merchants; to encourage a friendly attitude on the part of the public toward the retail trade.

We have prepared a few items along some of the lines suggested which are printed below. Canadian shoe merchants are welcome to make any use they please of them, not necessarily mentioning the source. Pen-names are given, as articles appearing under an author's name generally attract more attention. If it is found that this service appeals to the trade as valuable, we shall be pleased to continue it and shall appreciate any suggestions that any of our readers may send in. Our idea, in general, is to supply items that will be particularly suitable for publication in the "Woman's Page," or the "Home Page," of daily or weekly newspapers. If you are an advertiser, you can probably get the co-operation of the local editor.

What it Means to be a Well-Dressed Woman

By "Critique"

As "Vogue" remarks, "It takes hard work, ingenuity, and self-denial, to turn out a modest daily fashion-plate, but that's what it means to be a really well-dressed woman."

The proper selection and care of one's wearing apparel demands work, hard work, and one must needs be ingenious if she is to always suit the costume to the occasion, while who will deny that it requires self-denial, of a rigorous kind, to refrain from buying things merely because they are pretty and without regard to their appropriateness.

Appropriateness—that is the keynote of genuine style. To be extravagantly dressed is not always to be well dressed; indeed it is frequently the reverse. One woman on a comparatively small expenditure will clothe herself more stylishly than another does on ten times the amount. All too frequently is lavish expenditure accompanied by poor taste and vulgar ostentation.

Sins Against Good Taste

Possibly it is in the matter of her footwear that the average woman commits the most frequent and the most unforgivable sins against the canons of Style. She buys a pair of shoes that appeal to her eye, giving little consideration to the question of when she is going to wear them and with what costume. How perfectly enchanting these satin shoes look! Yes indeed they do—at the reception, or the afternoon tea—but golf brogues are just as delightful to the artistic eye in the drawing room as flimsy pumps are on the wet pavement, and it will rain occasionally in this Canadian climate.

To make the one pair of shoes do service in all kinds of weathers and for all sorts of occasions is both poor economy and poor taste. We have all seen costumes that might have been delightful, made hideous by an ill choice of footwear. It surely would have secured much more pleasing results to have spent a few dollars less on the gown and bought a pair of shoes that added a finishing touch to the ensemble, instead of marring it hopelessly.

Some day we shall become sufficiently enlightened

to understand that it is much more important to be in good taste than to be "in fashion." It may tickle one's vanity to feel that she is wearing the very latest thing, if she can afford it, but 'tis not the hallmark of the well-dressed woman. There is just one test by which to judge the merits of a costume. Is it in good taste and appropriate to the occasion?

Where Loyalty Begins

By "Observer"

Are you loyal to the town you live in?

Never thought much about it perhaps. If not, it's about time you started to do a bit of thinking along that line. Just about here some one will chime in, "Bah! I don't believe in this petty parish patriotism. It's all bunk. This home-town stuff gets my goat. I don't owe the place anything, except it's last year's taxes, and I've never seen anything for the taxes I've paid in any case. This burg's half dead, and if the Ku Klu Kluxers were to make a bonfire of it to-night, the country would be just as rich to-morrow."

The fellow that talks like that, and acts in accordance, is just the kind of fellow that helps to make a town a poor place to live. Your town just consists of you and your neighbors, your homes and your business enterprises. If you're a live, progressive crowd, you'll build a live and progressive municipality. But if you're half asleep, the town will naturally be half dead.

And did you ever think that a place that's good enough to live in is good enough to stick up for? If you don't like it, why you have the simple remedy of moving away, but if you're going to stay, it's up to you to be loyal.

Spend Your Money in Your Own Town

That doesn't mean that you must necessarily take to speech-making and hire a brass band to advertise the fact that Hamtown is your home-town when you roam abroad. The first, and best, way of proving your loyalty is by spending your money in your own town. You know very well that there are honest merchants from whom you can buy the goods you require just as satisfactorily, and more so, than you

can elsewhere. Do you realize that when you spend your money outside, the town losses that much business and is thereby that much poorer? And when the town suffers you suffer too. The mail order prices look low and the catalogue illustrations are very attractive—but remember that the merchandise isn't always just as pretty as the picture nor as high in quality as the descriptions would make it appear to be. And isn't it worth something to see the goods before you buy them, to try the fit and make sure they suit you before you pay your money. Isn't the service of the salesman worth something and the guarantee of the retailer who stands behind the merchandise he sells?

Remember, too, that the mail order house doesn't contribute to the municipal tax bill. Who bears the brunt of the burden? Your leading merchants. If they suffer, if some of them fail and have to shut shop, don't you think it may have some effect on your own prosperity? And will it avail anything to know that the mail order house paid 12½ per cent dividends for the current year?

Think it over, and get this thought into your head—The best way to demonstrate your loyalty to your town is by spending your money in it.

Jazz Losing its Hold on Feminine Wardrobe

By "Critique"

The excitability caused by the stress of war appears to be gradually dying away. For a time the nerves of the people were strung to a high pitch, and this tension found its outlet in the vogue of "Jazz." King "Jazz" has had a brief reign and a merry one and his influence has been felt in almost every phase of activity. But now he's slipping. He was too light-headed a fellow to hold any permanent place

in the popular esteem. He didn't have the staying power.

But while his star was in the ascendant, we've got to give him credit for exercising a remarkable sway over the people. He invaded music and the dance, made some inroads into art and literature, entrenched himself firmly in the theatre and didn't even hesitate to demand admittance to the church. Indeed he had the audacity to cajole his way within the sacred precincts of the feminine boudoir and establish himself in the wardrobe. For a time he amused and entertained milady, but now she begins to tire of him, and there are manifold signs that he'll shortly be forced to beat an ignominious retreat.

Style Craze on the Wane

Yes, Jazz is losing his hold on the style trend. Take shoes for example. For a time he let loose a barrage of fads and freaks that fairly dazzled the eye of the feminine customer—and incidentally turned the shoe business upside down. But both consumer and retailer have become thoroughly tired of it and with the "best people" jazzy footwear has become taboo. Latterly, the tendency has been in most communities for the highest class trade to demand the plainest shoes—there have been too many cheap freaks on the streets.

Women have tired, too, of buying styles that stale almost before they have had opportunity to wear them, and are beginning to demand some assurance that the shoe they purchase today will not be considered out-of-date to-morrow. The feminine trade is getting back to the point where footwear is selected because it is pretty and appropriate and not because some fashion dictator says: "Today you must wear this; to-morrow you must change it for another novelty."



The Hurlbut Company's Factory at Preston, with recent additions completed

Two Forms that Will Add to the Convenience and Efficiency of Your Stock Records

Purchase Record

Description Women's Patent One-strap
 Last Medium Heel Is Spanish Process Turn
 Maker Jones Shoe Co. No. 4597-2 Our No. 673

Cost \$4.60
 Selling \$6.90
 Discount _____%

Date Bought	Date of Shipment	Pairs	Width	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	
				3	-	4	-	5	-	6	-	7	-	8	-	9	-	10
Jan 3	Mar 15	60	A					2	2	2								
			B					2	3	5	4	2						
			C					1	4	4	6	4						
			D					4	5	5	2							

A most interesting and instructive paper was presented at the Montreal convention of the National Shoe Retailers' Association of Canada in January by Mr. Louis Adelstein (Montreal) dealing with the subject of stock records. Mr. Adelstein, on a previous occasion had written a special article for "Footwear in Canada" bearing upon the same matter. This appeared in the May, 1922, issue, and covered much the same ground as did Mr. Adelstein's address at the convention. In addition to the various forms illustrated in that article, Mr. Adelstein presented a "Purchase Record" sheet and an "Annual Sales Summary" sheet, both of which will, we know, be of interest to our readers, and which are therefore reproduced herewith. These illustrations are self-explanatory and do not require comment. If any reader desires further information, we would refer him to the above-mentioned article in the May, 1922, number of "Footwear."

TOTAL SALES IN PAIRS FOR THE YEAR ENDING DECEMBER 31, 1923.

MONTHS	Men's Black Boots 100 to 299	Men's Tan Boots 300 to 399	Men's Ox-fords 400 to 499	Women's Boots 500 to 799	Women's Ox-fords & Pumps 800 to 1099	Total for the Month	Men's & Women's Slippers	Men's & Women's Rubbers
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								

If You Had a Fire Tomorrow—

Are You Sure You Would Collect the Full Amount of Your Insurance—Or Would You Find a Nigger in the Wood Pile?—Has Your Policy a Co-insurance Clause, and do You Know What it Involves?—Better Read This

Article and Investigate

By JAS. McCRUDDEN

Abstract of Paper before N.S.R.A. Convention, Montreal

As the most interesting problem I find in my many appraisals of fire losses is the ignorance of many merchants of the conditions of the 80% Co-Insurance Clause under which they were insured, I have taken Co-Insurance as the basis of my address. Through the kindness of Colonel Morris I was supplied with a prize Essay by Mr. Archibald Reid of the Yorkshire Insurance Company, on this subject in the competition instituted by the Fire Insurance Association in 1918-1919, which covers the whole ground, and I think will be to the interest of my confreres in the shoe business to know.

"Many merchants and insurers who fully recognize the necessity of insurance and appreciate the security which such insurance affords are nevertheless astonishingly ignorant of the exact terms and conditions which govern their policies. It is true that the reading of an insurance policy is less attractive than the morning newspaper. The small print and legal formulae of an insurance contract repel the eye of the indifferent insurer. The friendly agent's word that 'everything is all right' is thankfully accepted, and the document is deposited in the safe after merely a casual perusal or perhaps entirely unread.

The Danger of the Unread Policy

"Insurance agents are in this way forced into a position of trust and responsibility which is by no means desirable by either the agent or the insurer. While most agents accept the position and fulfill worthily their duty to the assured, there has been in recent years a growing number of agents who are neither careful enough nor capable enough to act in such a position. There are agents canvassing insurance who have had no training in the business and who are scarcely instructed in the rudimentary ideas of insurance policy writing or of any other subject in connection with the business of fire insurance or fire prevention. This is what makes the unread policy a dangerous thing. The badly written policy of insurance is the cause of many a disputed loss adjustment. The agent's incompetence is often the source of a lawsuit.

"The employment of untrained insurance agents has a further pernicious influence. When such an agent is questioned upon insurance matters, as he is quite likely to be by business men astute in their own lines, who naturally wish to know what they are receiving in return for their premiums, the erroneous explanations given by the amateur agent and the misconceptions thus disseminated are a discredit to what should be the honorable profession of the fire insurance agent.

A Frequently Misunderstood Clause

"Perhaps no portion of the fire insurance contract has been subject to so much popular misunderstanding as the coinsurance clause. The incorporation of a coinsurance clause in a policy permits the insurance

company to grant a lower rate of insurance and naturally shrewd business men in a question of cash outlay wish to know the why and wherefore of the reduced rate. A fifteen or twenty per cent cash discount is not given in business for nothing and a proper knowledge of this clause is a prime necessity of every insurance agent, so that he may be able to clearly and correctly explain to his client just what a coinsurance clause is, why it is the means of reducing the rate and how it acts in the interests of both parties. Probably more than half of the total number of fire insurance policies issued contain a coinsurance clause, yet so variable has been the public understanding of it, so frequently has it been misinterpreted with consequent loss to the assured, that it has been singled out for special legislation by some provincial governments, and policies having a coinsurance clause in them must bear across their face conspicuously in red ink "This policy contains a coinsurance Clause."

"Here is the coinsurance clause usually found in a fire insurance policy:

Provisions of Coinsurance Clause

"It is part of the consideration of this Policy, and the basis upon which the rate of premium is fixed, that the assured shall maintain insurance concurrent in form with this policy, on each and every item of the property hereby insured, to the extent of at least eighty per cent of the actual cash value thereof, and that, failing so to do, the insured shall be a co-insurer to the extent of an amount sufficient to make the aggregate insurance equal to eighty per cent of the actual cash value of each and every item of the property insured, and, in that capacity, shall bear his, her, or their proportion of any loss that may occur."

The Penalty of Under-Insurance

"The first part of the clause is fairly simple. The insurance company reduces the premium on a certain condition, which is that the assured will insure this property to at least eighty per cent of its value. That is not difficult to understand, and if the assured lives up to the letter of his agreement no trouble can ensue, but if he does not there may be trouble. A violated agreement usually does make trouble anyway, and the fault is entirely his who violates his agreement. In fire insurance, however, this agreement by the assured is frequently broken and insufficient insurance is carried, resulting in a loss to the insurance companies of a large amount of premiums, which they should receive year after year. It is only in the event of a fire damage that the assured may find out the error of his ways, and even then if the fire loss is total, or more than 80 per cent, the coinsurance clause does not effect the settlement of an insurance. Only in the event of a partial loss does the insurer reap the sad reward of non-fulfillment of the coinsurance clause. It is sad when a man has a fire and does

not get all the insurance money he expects, but in this case it is just. Nothing could be more logical or equitable than the penalty expressed in the second half of the coinsurance clause, which after stating that the premium was fixed on consideration that the assured would keep insurance to at least 80 per cent of the value, continues, "and that failing so to do the assured shall be a coinsurer to the extent of an amount sufficient to make the aggregate insurance equal to 80 per cent of the actual cash value and in that capacity, shall bear his proportion of any loss that may occur." An example will best illustrate the meaning.

A Concrete Example

"If Brown owns a house valued at \$10,000. and insures it in a policy containing an 80 per cent coinsurance clause for a sum of \$6,000. only, he will have failed to comply with the clause to an extent of the \$2,000. necessary to give him the insurance of \$8,000. required to make 80 per cent of the value. Incidentally Brown has saved or appropriated the premium on that \$2,000 deficit of insurance which he agreed to keep but did not, and in the application of this clause to the adjustment of a partial loss of say \$400.00. Brown is assumed to have paid that premium to himself, issued a policy for \$2,000, for himself as it were, and made himself of coinsurer with the company to the extent of \$2,000.

"The \$400. loss would therefore be apportioned between the insurers, the insurance company paying six parts to the assured's two parts. The insurance company in that case would pay only \$300. of the \$400. loss, the assured making good the other \$100. bearing in his capacity as coinsurer his proportion of the damage.

"The wisdom of a Solomon could not render a better judgment than is here applied. The penalty which is borne by the under-insurer is exactly proportionate to the extent he is underinsured. Stated in other words, the 80 per cent coinsurance clause resolves itself into this, that the companies will only pay that proportion of the loss, which the amount of the companies' policies bear to 80 per cent of the value of the goods insured.

The Insurance Company's Attitude

"The reason that is behind the insurance company's attitude to the coinsurance clause is not difficult to find or to understand. It is not as some people have hastily concluded to avoid the payment of all the assured loss, for this only happens by the fault of the assured, but to persuade the insured to protect his property for an amount consistent with its value.

"The experience of insurance companies has shown that many insurers insured only to a small percentage of the value of their property. These people argued that their property was not likely to suffer more than say 50 per cent loss, and they only insured it for 50 per cent of its value. It is needless to point out the fallacy of their argument since when a fire once starts it is not careful to limit itself to the views of the owner. Fire is rather an unreasoning thing and the only protection against it is ample insurance. Total losses of first class buildings are not infrequent. There is, however, another reason which is of great consideration to the insurance company in advocating the coinsurance clause. When an insurance company accepts an insurance which is only for \$1,000. on a value of \$5,000. it has many more chances of losing all of that \$1,000. than it would of losing

all of \$4,000. if the property were insured for that higher amount, and it is therefore to the advantage of the insurance company as well as to the assured that the property be adequately covered by insurance. Small insurances in relation to value result in the insurance companies paying losses of the full amount of their policies for fires which only cause a small damage to the risk insured. This is manifestly unfair. It was the prevalence of this state of affairs in earlier years when partial fire losses usually meant the payment of the full amount of the insurance policy, which brought the insurance companies to the necessity of adopting some means to combat an evil, which indirectly but finally reacted on the insured by making higher rates of insurance, and the introduction of the coinsurance clause with a relative decrease in rates resulted."

"Put Your Cards on the Table"

Now, gentlemen, when you have a fire and the adjuster or appraiser comes in don't treat him as if he were going to rob you, but open up and give all the assistance you can. "Put your cards on the table," and if you do I can assure you the result will be more satisfactory to yourself, for from my experience of twenty odd years the companies are always willing, the appraiser should give the benefit of the doubt to the assured. I find that the assured can usually save considerable by salvaging his stock before the arrival of the adjuster, such as removing his shoes from wet cartons, and looking after his goods generally, the same as if he had no insurance, and believe me when we find that that has been done, we take it into consideration.

Finally, gentlemen, in conclusion The Crux of the whole matter is **Keep Fully Insured.**

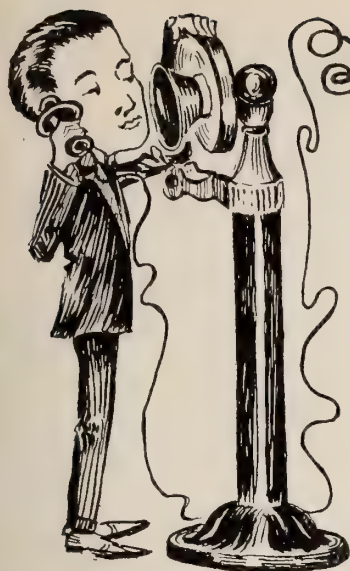
Recommended Wording for Policy Covering Stock and Fixtures in Retail Shoe Store

"On general office and store furniture and fixtures of every description, including safe, desks, chairs, stools, floor coverings, counters, shelving, showcases, wood and glass partitions, mirrors and their frames, cash register, electric fans, window fixtures, awnings, signs (inside and outside or attached to building) and all other fixtures and furniture, and window trimmings, the property of, or in possession of the assured.

"On stock consisting principally of boots, shoes, rubbers, and findings and such other goods as are usually kept for sale in a retail boot and shoe store, his own, held in trust or on commission, or sold but not delivered and for which he may be held responsible, including boots and shoes left by customers for repairs.

"PERMISSION granted for other concurrent insurance; to make ordinary alterations and repairs for a period not to exceed fifteen (15) days at any one time; to work overtime and on Sundays and holidays; to remain unoccupied for a period not to exceed thirty (30) days at any one time without notice to and the consent of this Company in writing; and to use such materials and supplies (excluding benzine or similar volatile) as are necessary for the proper conduct of the business carried on."

Subject to the Lightning Clause hereto attached.



Tell Them By Telephone

The phone is a very effective advertising medium under certain circumstances—Why not give it a trial?—It costs nothing extra but time—This article tells how an expert in telephone advertising goes about her work—It contains valuable hints for you.



Have you ever tried the telephone as an advertising medium? If it's something new in your town that's all the more reason why you should give it a trial.

The telephone is particularly effective where you have something special to advertise. Say you are putting on a little style show for Easter. Get busy a few days ahead of time and call up every customer on your list whom you believe would be interested and every prospect.

It may be news to some shoe merchants to know that there are in some of the larger cities highly skilled experts who make a business of telephone advertising. Naturally they study the fine points of the game and know how to secure the best results in the shortest space of time.

Here follow a few hints by Miss Agnes McKenna, head of a telephone advertising agency, which will be useful to any retailer, or salesman, who plans to make use of this medium of publicity.

Helpful Hints

Visualize the person who answers your call. You can't do this adequately unless you shut your eyes, and keep them shut. The voice of the person saying "Hello" will give you an idea of the one you are talking to. Talk to the person you visualize.

Make your message brief. The person called may be busy; at any rate, finding who is calling, she will appreciate an obvious desire to make a business-like, snappy delivery of the message. This is a good model message: "This is Miss Jewel Toole, of the Brown Store, I want to invite you, personally, to visit our store for the special display of new spring styles to-morrow. The "Evening Moon" will contain a full announcement, I will be pleased to wait on you personally."

Make the Message Personal

Make your message personal. Talk to the person called as though she were your friend, and you were a friend for her. Try to feel that she is a personal friend whom you want to "let in" on an event greatly to her benefit. Use the word "personal," or "personally," at least once—twice, if practical.

Talk in phrases. The second sentence of the model message should be enunciated with pauses where we have put dashes—"I want—to invite you

—personally—to visit our store—for the special—display—of new spring styles—to-morrow." This enables the called party to understand every word that is said. Also, it gives the store employee opportunity to inflect every word just as it should be inflected, with all the feeling possible.

Of course, all pauses are not of equal length. To make them so would be to give the message a wooden, stilted character. When the employee has developed a little skill, the "talking by phrases" will pleasantly impress the hearer, accustomed, as all telephone subscribers are, to much half-intelligible talking over the telephone.

Try and Hit the Psychological Moment

Do your telephone advertising at the best time of the day. Miss McKenna's personal hours are 4 to 8.30 p.m. She considers this the ideal period, in the case of merchandise for the home. Family spirits are usually at high point. The "breadwinners" are at home, relaxed, after a day at work. There is an attitude toward the advertiser not in evidence in the forenoon or early afternoon. Miss McKenna herself often works later than 8.30 p.m.

Don't try to put in too many calls. An attempt to reach too many people is an almost universal fault of telephone advertising, Miss McKenna declares. The hurried call isn't delivered right, and many times is not understood. It doesn't leave the party called feeling obligated to attend, for example, a sale. Miss McKenna averages ten minutes to a call (this, of course, includes getting the connection), and when doing telephone advertising requiring great skill considers 30 calls a day's work at the 'phone.

Use well-prepared lists. Most telephone advertisers don't exercise the care on their lists they should. The purpose should be to confine telephone advertising effort to those with whom there is a good possibility of success. Inasmuch as the amount of telephone advertising the average concern can do is limited, advertising only to real prospects is critically important.

W. C. Myers has had an interesting showing at his sample room in the Queens Hotel, Toronto. He says he will have a new line of welts to show the trade shortly.

Who is Your Keenest Competitor?

Is it the Shoeman in the Next Block or is it the Corner Drug Store, the Automobile Salesman and the Movie Theatre?—Figure it Out For Yourself—The Percentage of the Average Income Spent on Footwear Decreases as the Percentage Spent on Cosmetics, Automobiles and “Shows” Increases

By A. E. EDGAR

From reliable sources we are informed that about 12 per cent of one's income is spent in clothing. Of this amount one tenth is spent for footwear. For every dollar spent for shoes nine are spent for other articles of wearing apparel.

From a survey of prices of commodities made by a Housekeepers' Association we have deduced the fact that about \$40 per year is spent by the average family of five for shoes, say a family consisting of the parents, two girls, 5 and 11 years, respectfully, and a boy of 14 years.

With these figures before him the shoe dealer may easily figure, roughly, whether he is getting all the business he should from his family trade. If he has the trade of one hundred families he should do at least business amounting to \$4,000 per annum with them, besides the business done by his casual and transient customers, and the trade where the average in the family is larger or smaller.

Put into another way the average amount spent by one person for footwear is \$8 per year. If the store boasts of a thousand customers the sales will amount to about \$8,000 per annum.

Whether these figures are applicable to all localities or not, they form a basis for figuring. They do more than that; they lead one to the thought, “I wonder if I'm getting my proper share of business?”

Are Your Customers Spending What They Should on Shoes?

Today the shoe dealer has the competition of the luxury innovations of the present century. The movies are taking millions of dollars away from the shoe dealer and other wearing apparel

merchants. Lip sticks, face creams, hair tonics, wigs, and a host of other vanity producing things are taking many millions more of the shoe dealer's legitimate dollars. The automobile has its bearing on his annual receipts, as it will be found that every modern invention has. In the good old days when a good pair of cow hide boots stood the man in a year's wear, the percentage of one's income spent in footwear was much larger than it is today. Is it to continue to decrease? How can the shoe dealer stem the tide?

Bigger and Better Advertising Necessary

The common figure spent in advertising shoes was found by the Harvard Bureau of Research to be 1.9% in 1920. The highest report was 6.5 per cent. In 1921 the “common” amount paid by shoe dealers for advertising was raised to 2.3 per cent. The increasing fight for business has made it necessary for the shoe dealer to spend more.

In an exhaustive review of the question the writer has reached the conclusion that the merchant should set out to spend about five per cent of his anticipated sales for the year in advertising during 1923. In some localities it may be wise to spend even more. The shoe dealer who spends less may never know the amount of increase to his business that he has missed.

The mere spending of money for advertising will not increase business—it must be spent carefully and an adequate return of results received or it becomes a waste or a leak in the business. The buying of space in a newspaper does not constitute the shoe dealer an advertiser.

The filling of the space he buys with snappy, newsy talks about his merchandise will make of him an advertiser, and a satisfied advertiser.

What Do You Know about Calf Leather?

Can You Distinguish its Various Finishes?—Do You Know What “Corrected Grain” Means?—And Do You Know Why Natural Grain Leather is Hard to Obtain?—In Any Case, This Article Will Interest You?

By ARTHUR BONISTEEL

Abstract of Paper before National Shoe Retailers' Montreal Convention

Calf leather may be finished in a variety of shades and patterns. It may be interesting to you to briefly describe these. There are, of course, two main classes, namely black and colored. Formerly black was much more popular, but recent years have shown a constantly increasing demand for colors. This is only natural, in view of the fact that the colors can be changed from time to time thus meeting one of the essential features of the public's taste, that is, a desire for something new. To provide a pleasing variety of finishes and to have such colors fast, is one of the constant problems of the tanner, and the more successful tanners are the ones who have best solved this problem.

Colors and Finishes

In addition to the variety of colors, there are several methods of finishing the leather. These fall under three classes, 1. Smooth, 2. boarded, 3. brogan.

In blacks the types of smooth finished leathers are the popular dull finish, more commonly known as gunmetal, the bright or polished finish, known as velour, and mat finish, a very soft dull finish which is commonly used for the tops of patent leather shoes. Mat leather is made of very small light skins, which gives it its fine appearance.

The smooth finished colored leathers which are known to the trade as “Russia” also fall into two main classes, those having dull finishes and those having bright finishes.

Boarded leathers which are produced in both black and colors are commonly known as “box calf” in blacks and “willow” in colors. Skins may be boarded from either two, three, or four different angles, each of which methods results in a different figure or pattern in the leather.

Brogan leathers, which are made in both black and colors, have a printed grain or pattern, made either by pressure, boarding, or by milling, which results in a heavy, coarse grain. This type of leather is used for heavy outing shoes and similar lines. It is commonly known as “Scotch Grain.”

Natural and Corrected Grain

Outside of colors and finishes, calf leather falls into two general qualities. The best quality is of course natural grain leather, but where it is impossible to finish the leather in natural grain a lower grade, known as corrected grain, is turned out.

In order to get a natural grain leather it is necessary for the tanner to be able to purchase the very best quality of raw skins. That is, the raw skins must be free from imperfections either in the grain or from salt stains, butcher cuts or scars, etc.

This class of raw skin at the present time is very scarce and naturally very expensive. In fact, skins bought locally will produce very little of this class of leather, and, to meet the demand for natural grain leather, it is necessary for the tanner to import high grade French skins. However, even in the case of the highest grade of French skins, it has become in-

creasingly difficult to produce natural grain leather. Even in the case of such skins as Paris City, Dijon and Swiss the takeoff and selection are very inferior, as compared with the pre-war qualities of these grades, thus making it more difficult to get any quantity of the better selections. Under these circumstances, it is not surprising that shoes made from natural grain leather are much higher in price than those made from corrected grain. Of course, the natural grain leather has a bright, lively finish, which cannot be obtained in the corrected grain.

Methods of Correcting Grain

Corrected grain leather is made from skins that have some imperfections in the grain, which necessitates correcting the grain if the shoe manufacturer is to obtain a good cutting surface, which will cut with a minimum of waste. The methods of correcting the grain depend to some extent on the nature of the imperfections, but briefly the methods are as follows:—

In those cases where the imperfections are not serious, a pigment finish is applied on the grain, while in some cases, where the raw skin is very poor, the whole skin is slightly buffed off, and the finish is then applied. Corrected grain leather has a bright but rather flat appearance, this making it somewhat less desirable than the natural grain, although it is possible to make it into a very good looking shoe, possessing excellent wearing qualities.

“You Can't Make Natural Grain Leather out of a Pig's Ear”

I have already pointed out the reasons which make it almost impossible to turn out a popular priced shoe made out of natural grain leather. In addition to Canadian experiences I have done business in the American, English and French markets, and I may say that in these countries the great majority of shoes which are retailed at popular prices are made from corrected grain leather. I am quite aware that there are a great number of shoe retailers who are prejudiced against buying this class of leather in their shoes, but I would point out that, if this leather is properly made and properly handled by the shoe manufacturer, it will turn out a very good looking shoe at a very reasonable price. This should meet the large demand for popular priced shoes. In talking with shoe manufacturers I am in the habit of altering the well known proverb as follows. “You cannot make good natural grain leather out of a pig's ear.” In my opinion this expresses the present buying situation very well. Keeping these facts in mind, it seems to me that the retailers will be more or less forced to adapt themselves to existing conditions and purchase a greater quantity of shoes made from corrected grain leathers. As I have already mentioned it is quite possible when these leathers are properly finished and properly handled by the shoe manufacturers to turn out a very good looking shoe indeed.

The Worst Salespeople Are Those Who Are "Above" Their Jobs

It is in the theatrical and operatic professions that men and women most frequently arise to what is looked upon as the pinnacle of popularity. They have their stars, their prima donnas and their matinee idols. But stars and prima donnas are not confined to stage and screen. In every walk of life, there are those who rise above their fellows and who by virtue of unusual qualities, achieve a success equal in degree, though less conspicuously singled out by the spotlight of publicity and popular appeal.

We have known salespeople—men and women—who are as brilliant in their line as Tetrazzini and John Barrymore are in theirs. They, too, have that touch of genius; they, too, are considered cheap at the highest salaries; they, too, have their following of loyal "fans." But unfortunately they are few and far between.

What is the secret of their success? First and foremost, love of their work, and love of their public. There are so many salespeople, so-called, to whom the pay envelope is the only consideration. They dislike their work and despise their customers. Always, though on the outside there may be a forced politeness, their bearing reflects that contempt, indifference, and sometimes, defiant hostility, which is the spirit in which they go about their work. The bargain customer they look down upon with high disdain; the limousine trade they look up at with something of an envious resentment. Love of the public! "Bah! The Public is detestable!"

And of course it is to be admitted that the public it, at times, a bit trying, inconsiderate and greedy. But the average individual responds to treatment. Every transaction should be considered as an opportunity not only to make a sale, but to win a customer. So often it is the other way around that the customer has to win the salesperson. We saw an incident recently at the hosiery counter in a shoe store, which was illuminating. A kindly looking, elderly gentleman approached, bent on making a purchase. Behind the counter was a salesgirl, bored and indifferent, who simply looked at him without saying a word. The writer made a mental note, "You deserve to be fired." The old gentleman, however, did not view it that way. He raised his hat slightly and said pleasantly, "Would you be good enough to show me some black wool socks?" The sales woman blinked a moment, and then asked "What size?" She omitted the "Sir," but produced the stocks with unusual alacrity and looked on with some show of interest while the customer made his selection. He was easily satisfied and asked for three pair of a certain grade, thanking the saleswoman with a smile. By this time she had actually thawed out and began to show that she could look pleasant and really had quite an attractive smile when she used it. When the sale was completed, she asked, "Would you care to have me send them for you sir?" in a tone that indicated that she would really be glad to do him a service. The old gentleman said, "No, thank you, I'll just take them with me," and bowing graciously went his way.

That was a pleasant incident, but all the credit

was all due to the customer—none of it to the saleswoman. He came there like an unwelcome guest, who had to ingratiate himself with his hostess. The saleswoman's prompt, and eventually courteous, service, was a response to his own polite approach and charming personality. It could not be said that she even met him half way—when he went all the way she received him. The reverse should have been the case—the salesperson should have been ready to go all the way to meet the customer.



The old gentleman would have made a cracker-jack salesman himself—quite probably he was one in his earlier days, and still is though he be a proprietor at the same time, which his appearance of affluence seemed to indicate.

No man, or woman, who doesn't like to meet people, who isn't interested in solving their problems, giving them every bit of service possible, and sending them away satisfied and happy, can hope to be a success at salesmanship.

The "Lucky Thirteen"

We hear of one shoe merchant who made the unlucky No. 13 a lucky number for himself, through staging a successful "Thirteen Sale" on the 13th day of the month. It proved a catchy sort of idea and helped to clear out some broken lines which had to be got rid of.

Prospects for Better Spring Business in the West

By C. F. RANNARD

The months of January and February have been given over to clearance sales, and on account of the regular business being quieter than usual, stores in general have continued their sales longer than is customary, so as to get a larger volume of trade, and also to clean up broken lines and undesirable styles.

February was a colder month than usual, and the overshoe demand made leathers hard to move, but with the approach of Spring most of the feminine trade will find themselves due for a new pair of shoes, and the shoe trade in general should come into a nice Spring trade.

Women's boots have sold above expectations this winter, while since the first of the year, women have bought mostly boots and oxfords, and oxfords continue in demand throughout March, and until we get into Easter trade.

We are looking for a big strap demand this coming Spring. The new styles we have bought are mainly variations of patterns which have established themselves as leaders for the Spring season. In fact this Spring the trade in women's footwear should run 75% straps.

The leathers will be patent, black and brown kid and calf, with cutouts or underlays, or two tones in self colors, and grey and beige principally.

At Easter time the feminine taste will demand the lighter and more airy turn type of footwear with Louis and baby heels. The fabrics will be satins, and suedes in black, grey and beige, while brown and variations of brown will prevail in sport shoes, followed by black kids.

staples and from 15% to 25% in new styles, would be the limit.

With the approach of Spring I feel optimistic. The shoe trade can look forward to an upward turn this Spring over last year, and the merchant who has equipped his business with a good variety of well

Styles Number in April

April issue of "Footwear in Canada" will be our Special Styles Number. It will be unusually attractive, both in appearance and contents. A striking cover design will be used. Retailers will find in it many new merchandising ideas and the latest style information.

Advertisers should not miss the opportunity of securing adequate representation in this intensely interesting issue.

made, neat footwear, selected from patterns that are inviting, and built over lasts that will fit, should enjoy a good trade and eliminate the depreciation which so many of us have had to go through during the last two or three years.

A "Thank You" Window Card

This card in the window of an Eastern store startled many with its unusualness:

"THANK YOU!
—for looking at our window.
—Come Again—
**you will find something new
and worth looking at."**

The card was displayed in a central position, but was not of a size or character to first catch the eye of the passer. The latter would stop to look at merchandise. When he had looked for a while at the latter, he would see—and read—the card.

All people like to have "Thank you" said to them. It suggests that someone is appreciative, and every normal person likes to have appreciative people around him. This window card was an excellent good-will creator. It sold the idea that mighty courteous people operated that store.

Also, the card had value as a "shock" device. It would surprise the person reading it, accustomed to window cards which talked prices, quality, etc. The effect with a great many was to cause them to shift their attention back to the merchandise for closer study.

All this was done by a little card six by eight inches. Good window advertising!

There are possibilities for the ingenious merchant in window messages to the passer. This would be an excellent card—"If you do not find what you want here, come inside. We have the largest stock in our history." We might say, "The goods in this window are especially selected for the careful buyer. We believe they will appeal to you." This would be good, mentioning a certain department. "A hearty welcome awaits you in the department."

"Wilson's Bachelor Shoes"

57 Varieties at \$7.00

Just like Heinz Pickles

Snappy Window Card used by Robert Wilson Shoe Store, Hamilton

There will be some demand for Colonials, with small neat tongues, but it would appear to me that any shoes that are neat and made in good taste and of satisfactory quality materials will be saleable.

Unfortunately the retailer is not through with the style fracas. Continually new ideas, mostly crazy, are appearing in favorable write-ups in women's fashion journals, and, while a certain amount of style is necessary, the average retailer should buy carefully only what his trade demands. I would say, that 75% of the shoe stock, for Spring buying, should be in

Joins Talbot Shoe Staff

The accompanying cut shows a face well-known to the shoe retail trade of the Maritime Provinces. It is that of Mr. A. G. Barbery, of St. John, N. B., who joined the sales staff of the Talbot shoe Co., and will cover that territory for them. Mr. Barbery had



Mr. A. G. Barbery

been with the Waterbury & Rising Wholesale Ltd., for a number of years and is well acquainted with the needs of the Maritime trade.

Temporary Premises

A. J. Machin, Canadian agent for Jos. Dawson & Sons, I. Rapaport & Co., and other British concerns is now located in temporary quarters at 327 King St., East, Hamilton, Ont., his former premises in the Lister Block in the same city having been burned out.

Will Cover Northern Ontario

Many shoemen will be surprised and interested to hear of the change recently made by one of the "boys of the old brigade," Mr. H. C. Arnold, who has severed his connection with Geo. Boulter, Ltd., Toronto, and joined the sales staff of the Gutta Percha & Rubber, Ltd., Toronto. Mr. Arnold was with Boulter's for eighteen years and has a very wide connection in the Ontario shoe trade. He will cover the Northern Ontario territory for Gutta Percha.

The staff of Boulter's held a little gathering on the occasion of Mr. Arnold's departure and presented him with a club bag as a little expression of their friendship and good wishes.

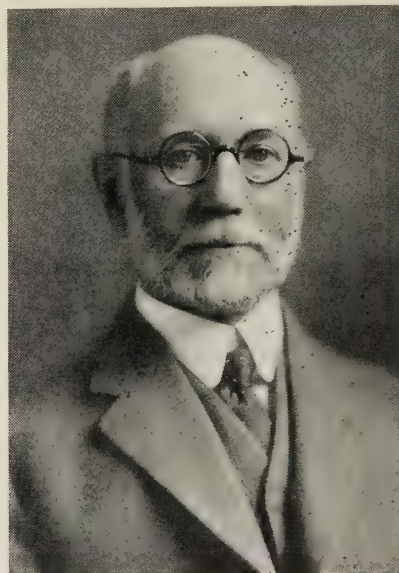
Canadian Display Man Honored

Many of our readers will be pleased and interested to learn that the former display manager of one of Canada's finest shoe stores, who quite recently moved across the line, is making his mark in the U.S.A. We refer to Mr. Harry E. Groves, who for many years was responsible for window trims and interior displays that helped to build business for Geo Gales

& Co., of Montreal. When he severed his connection with the latter concern in 1921, Mr. Groves moved to Buffalo, where he was appointed display manager of the local Walk-Over store. His work with that concern—brief though it has been—has placed him in such high esteem with his fellow-craftsmen in that city that he has been elected president of the Buffalo Association of Display Men for the year 1923. It surely is a double honor, considering the fact that he is a comparative newcomer and hails from Canada.

Rubber Association's Annual Meeting

The annual meeting of the Rubber Ass'n. of Canada was held in Montreal last month, when following officers were elected for the ensuing year: President, C. N. Candee, Toronto; vice-president, William Min-



Mr. C. N. Candee
President-elect of Rubber Assn. of Canada

er, Montreal; treasurer, John Westron, Toronto; assistant treasurer, J. O'Mara, Toronto; general manager and treasurer, A. B. Hannay.

Give the Boys a Good Time

The shoe dealer who gets the boys of his town rooting for him will get a lot of advertising that he could never afford to pay for. Here's one way it has been worked:

Make arrangements with the local movie picture house to show a picture that will please the boys. Then advertise that on Saturday morning at ten o'clock the boys of the town who will call at the store and get a ticket, and march in line to the theatre may see the show. Banners bearing the name of the shoe dealer and telling of the event may be borne by the boys. A small band will help to get attention.

By the way, why not have the girls in on it too?

Many shoemen have been visiting Jim Lawther's sample room at the Queen's Hotel, Toronto, where he has been showing a line-up that includes many particularly taking numbers.



An interesting illustration of the "Arch Defender" Department in the T. Eaton Company's store, which was the shoe feature of their "Made in Canada" Exhibition

One Hundred Dollars in Prizes

A unique competition is being put on by the Murray Shoe Co., of London, Ont., in which Canadian shoe retailers and their salesmen will be keenly interested. One Hundred Dollars in prizes is offered, including a first prize of \$50, second prize, \$25, third prize, \$10, and fifteen prizes of \$1.00 each.

The prizes are offered for the best reasons (not more than six) for buying from a manufacturing stock shoe house where popular lines are stocked for service to the shoe merchant. The competition is open to every merchant or clerk handling shoes. All answers to be mailed to the Murray Shoe Co., London, Ont., before April 1st. The judges are Messrs. R. T. Brymner, manager, Canadian Bank of Commerce, London; A. A. Langford, president, A. A. Langford Co., London; and E. Hayden, president, Hayden Press.

Here's a contest in which every retail shoeman in Canada can take part, and some one is going to win a \$50 prize.

The Classic Ball

One of the outstanding social events of the season, in connection with the shoe industry, took place recently in Galt. That is the "Classic Ball," which is staged every year by the Getty & Scott benefit Society. This last event was the fourteenth, and best of its kind.

The Ball was held at the Galt Armories, of which the capacity was taxed by the crowd of close on 700 people who gathered to spend a night of enjoyment. The dancing began at nine and ended some time in the early morning. Visitors were present from Toronto, London, Kitchener, Preston and other neighboring towns, and never did a crowd more gay and youthful—in spirits—trip to the ragtime than did the Classic folk and their friends on that occasion. The armories were splendidly decorated, with bunt-

ing and pennants and toy ballons, and music was rendered by a very fine orchestra. Around midnight, a halt was called for refreshments and supper was served in true Classic style, and was partaken with the enthusiasm that Classic style always creates. Thereafter dancing was resumed and was concluded in time for breakfast. A very able committee looked after every detail and all were pleased and delighted with the night's entertainment.

Perth Shoe Company's "At Home"

The second Annual "At Home" of the Perth Shoe Co. was held recently, and was attended by an enthusiastic crowd of some three hundred, including the employees and their friends. There was dancing and euchre and refreshments—and handsome prizes were offered to those who were adjudged to have acquitted themselves most successfully—that is, of course, in the matter of the dancing and the cards, not the refreshments. No prize was needed to stimulate competition in regard to the "eats." At any rate everyone had a thoroughly good time, and the "At Home" is a feature that will no doubt be continued each year until it becomes one of the traditions of the Perth Shoe Co.

Maritime Wholesalers Meet

The annual meeting of the Maritime Wholesale Shoe Assn. was held at the Halifax Hotel, Halifax, Feb. 6, when Mr. S. Roy Weaver, manager of the Wholesale Shoe Assn. of Canada, was the guest of the eastern organization and presented a review of the work of the national body. His remarks were, in part, devoted to the new credit service which has recently been developed. The meeting adopted a resolution approving the activities of the National Shoe Wholesalers' Assn. and expressing confidence in the manager.

JACK & CO.'S Fire & Discount Sale

FIRE SALE IN STORE OPPOSITE WOOLWORTH DISCOUNT SALE IN BEAVER BLOCK STORE

THE SALVAGE SHOES must all be cleared out this week and the clearance prices attached will do the trick sure and fast. The DISCOUNT SALE is a special sale running in connection with the Fire Sale and is drawing much extra business in the genuine savings afforded from such a splendid stock. **WHOLE FAMILY OUTFITTING** is the feature of these Sales so far as footwear is concerned, and no wonder, for the appeal is especially strong to the family needs.

What the Fire Sale Offers

LADIES' LOW SHOES
1 dozen pairs clearing at the very low price **\$2.95**

LADIES' HIGH SHOES
4 dozen pairs clearing at the very low price of **\$2.95**

LOW AND HIGH SHOES
For ladies, clearing at per pair only **\$3.45**

MISSES' SCHOOL SHOES
Sizes 11 to 2, clearing at the very low price **\$2.45**

BOYS' AND YOUTHS' SHOES
Over 75 pairs wonderful value at clearing price **\$2.95**

MEN'S BILK TIES

MEN'S MUFFLERS
only **75c**

MEN'S CAPS, a few only at **\$1.00**

MEN'S GAUNTLETS
for work **75c**

MISSES' and YOUTHS' MOCASIN'S
\$1.00

LADIES' WOOLY SLIPPERS
\$1.00

LADIES' DRESS GLOVES
\$1.00

MIXED LOT OF SHOES, all giving fast **\$1.00**

The Discount Sale Offers

\$12,000.00 worth of new, first class, up-to-date shoes, for all ages and requirements at the very liberal

Trade Discount of 10%

These Goods are to be seen at the Beaver Block Store

Lovely Evening Slippers
Fine Dress Oxfords
Business Shoes for men, for women
School Shoes for boys and girls
Children's Shoes for school or for fine wear.
Traveling Goods all under the discount offer.

NOTICE TO DEALERS—As we are determined to clear out every pair of the Salvage Shoes we will welcome any reasonable offer for quantities larger than for family requirements. We like to see the individual purchaser snapping up these goods and would prefer every pair sold straight retail, but our time is limited in the Graham Store and we have much to attend to in our Big Store in the Beaver Block.

BE ON HAND, PEOPLE, EARLY.
CASH ONLY. NO APPROPRIATION.
COME AND BE FITTED.

DON'T MISS SUCH A GOLDEN OPPORTUNITY.
NO REFUNDS. NO EXCHANGES.
DON'T PHONE YOUR ORDERS.

Fire Sale
in
Store Opposite
Woolworth's,
420 Victoria Ave.



Discount Sale
in
Beaver Block
Store,
607 Victoria Ave.

Here are two commendable examples of sale advertisements. The lay-out in each instance is logical, and there is a reasonable amount of white space. Smith's ad. gains a touch of distinction from the name, "Old Fashioned Clearance Sale," and the quaint figures which accompany it, though whether this adds any selling punch is open to question. The shoe cuts, though ordinary, are clean-cut and help to brighten the type matter. Jack's ad. has nothing unusual about it, but it is direct and forceful. It gets across a message at a glance. The type is well-chosen and catches the eye. The nameplate is rather

A Real Shoe Sale

No doubt you remember our big sale of a year ago—a real money saving event. NOW for another

BIG 15 DAY SHOE SALE

A Real Old Fashioned Sale.

Prices marked in plain figures.

SMITH'S

Old Fashioned CLEARANCE SALE

15 Days of Real Savings

SHOES AT AND BELOW FACTORY COST

For every member of the family. Our shelves must be cleared of all odd sizes, broken lots and winter goods in the next 15 days. Come to-morrow and get first choice.

\$5000.00 Must be Raised Within the Next 15 Days

Women's Strap and Oxford Shoes in patent, tan, gun metal and kid, with medium or low heels \$2.95 Women's Brown and Black Call and Judd Strap Shoes and Oxfords. Worth up to \$7.00. All sizes in lot. Special \$3.85 Women's Brown and Black Kid and Call Laced and Strap Shoes, large and medium heels. Worth up to \$7.00. Your choice \$4.85 Women's Misses', Boys', Children's and a few Men's Felt House Shoes, with leather soles, padded insoles. While they last \$1.00 Women's Black and Brown Boots with heels. Small sizes only. To \$1.00 Women's All Wool and Cashmere Hosiery in brown and leather shades. Special \$1.00 Women's "Empress" and "Class" Laced Boots, in kid and patent leather high or medium heels. Worth up to \$5.95. \$10.00. A bargain \$5.95	Men's Box Kip Laced Boots, raised soles, solid soles. A medium line \$2.95 Men's Brown and Black Street or Dress Boots. Goodyear welt soles. \$3.95 Men's Brown or Black Call Laced Boots, narrow, medium or wide tops. Goodyear welt soles. All sizes in the lot. Special \$4.85 Men's "Astoria" Boots in brown or black calf, narrow and medium tops, or wide stock. Regular \$9.00. To clear \$5.85 Boys' "Tred Rax" Brown or Black Calf Boots, medium and round toes. \$3.85 Boys' Gun Metal and Tan Grain Boots, full round toes. Sizes 11 to 5. \$2.95 Youths' Gun Metal Ball medium or round toes full top. Sizes 11 to 13. Special \$2.00	Men's All Wool Brown, Grey, Black and Heather Ribbed Sox to clear at \$1.00 Men's and Women's Felt Boots with felt or leather soles, some have leather vamp. Your choice \$2.65 Women's Dongola Kid Laced and Elastic Front House Shoes. Very special \$1.50 Women's Cushion Sole Boots and Oxfords, rubber heels. Your choice for \$3.85 Misses' Black Kid Laced and Button Boots Sizes 11, 11.1 and 2. Special \$1.25 Child's Brown Calf Button Boots plain toe pattern trimming. Sizes 4 to 7. \$1.95 Child's Brown and Black Kid Laced or Button Boots. Sizes 4 to 7. \$1.65
---	---	--

Boy's Rubbers 1 to 5 85c

Youths' Rubbers 11 to 13 75c

'Little Boy's "Nature" 5 to 10 - - - 65c

Misses' Rubbers 11 to 2 75c

Girl's Rubbers 5 to 10 65c

Girl's "Rolled Edge," 5 to 10 65c

SMITH'S SHOE STORE

A.H.M. Footwear Buying Guide

One of the most complete and attractive catalogues that has come to the editor's desk is the Ames-Holden-McCready "Footwear Buying Guide" for 1923. It runs into 120 pages and illustrates and describes the company's range of leather, rubber and felt footwear, some hundreds of fine half-tones being reproduced. The range includes men's, women's and juvenile footwear for a very wide variety of uses and occasions. A unique and useful feature of the book is the classified index, which shows the lines suitable for all types of customers, from abattoir workers right through to yachtsmen.

A large part of the catalogue is given over to rubber and tennis footwear of which the range is very complete.

The catalogue is brightened and interest added to its pages by a number of full page illustrations of outdoor scenes and interior views of the company's factories.

Columbus Rubber Co., Opens New Branch

It is very encouraging these days of hesitation and uncertainty when a business paper has opportunity to print items of news regarding firms which are branching out and pushing forward, and we take particular pleasure in advising the trade of the fact that the Columbus Rubber Company of Montreal, has just recently opened a new branch for the Province of Ontario, with headquarters located in the Cuthbertson Building, 284 Yonge St., Toronto.

This branch will be under the direction of a rubber man of wide experience and long connection with

the trade, Mr. Fred McIntosh, who previously had been with the Dominion Rubber System. Mr. McIntosh had been in the service of the latter concern since its formation, having originally joined up with its predecessor, the Merchants' Rubber Co., fourteen year ago. He is well-known and highly reputed in the Ontario shoe retail trade, particularly in the London and Brantford districts, to which territory his work in the past has mainly been devoted.

The Columbus Rubber Co. has been following a



Mr. Fred McIntosh

very conservative policy for the past two or three years, and its carefully-weighted decision to extend its operations and act on the aggressive, we take as of very hopeful significance with relation to the prospects of activity in the rubber footwear business and the shoe trade generally.

Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

Factors Affecting the Success of a Hosiery Department

Should a retailer add a hosiery department to his store? Will it pay?

"The answer to these questions," said a Montreal shoeman, "must depend upon the circumstances of each individual retailer. No general answer is possible. The location of the store and the class of trade done are the two vital factors to be considered. It is obvious that there are stores where hosiery departments are completely out of place; the localities are unsuitable and the trade transacted is such that the hosiery sales would be almost nil. A merchant does not stock his store with \$12.00 shoes when the call is for \$5.00 shoes. Neither should he open a hosiery department when the prospects of selling hose are about on the same level.

"There are, however, some retailers who might very seriously consider whether they are not overlooking an opportunity to add to their profits. Competition in the shoe trade is so keen that one should not neglect any possible source of revenue, provided of course that the prospects of success are reasonable. Many retailers have found that hosiery is a good line in itself and is also of value in retaining customers. Moreover, it is a logical development of the retail shoe trade, and one that is worth cultivating. Shoes and hosiery naturally go together—therefore sell both, if the possibilities present themselves in a reasonable way.

"An important point is the display of hosiery, combined with suggestion. As a rule, customers' attention is concentrated on the buying of shoes, and they are apt to disregard the display of hosiery unless attention is drawn specifically to it. It is therefore imperative, if you want to boost your sales, to remind possible buyers that you have a hosiery department."

New Spring Hose Shown in City Shoe Stores

March came in in such a lamb-like frame of mind that it tempted us out to see what the Spring was bringing forth in the way of new silk hosiery—in the store we mean, of course.

Instinct led us to, Owens-Elmes, Ltd., and we found that we had come to the right place, for a shipment of spring goods had just arrived in the hosiery department. Miss Patterson, the ever-obliging saleslady in charge, spread out before our eyes an array of beautiful new shades. There really is nothing new but the colors. The Spring hose is plain in pattern, with no attempt at ornamentation, excepts clocks—open-work, self and contrasting clocks are all shown. Some of the fancy lines, manufactured mostly out of thin air with here and there a gossamer thread to hold it together, were displayed on the forms in the showcases, to please the eyes of the frivolous,

but we were informed that there's no likelihood that the average woman is going to use them for show purposes on the street this season. Feminine limbs will be modestly clad in hose of a texture that is not too sheer and in shades that are not too striking. The flesh shades, thank fortune, are not in sight, nor are we to be afflicted with those brilliant colors, with which, for a time, it pleased the feminine fancy to catch the eye a mile off.

The new colors are reasonably subdued in tone, but may be said to have a distinct flavor to them, and they look quite as tasty as they sound. Here are four of the leaders: Coffee, coco, caramel and almond. The coffee has not much cream added, being the darkest of these four shades. The coco is a bit lighter, and while not clashing with the former, has a distinctive tone of its own. The same applies to the caramel and almond, of which the latter is the lightest. All these shades have good blending qualities and at the same time have sufficient "pep" and individuality to make them interesting. Other colors which promise to be equally good are fawn, beige, suede grey and mole. Black, of course, always has its share of the demand, and whites will come later in the season. Black hose will be worn with white clocks, and white with black clocks.

Something new, on the "sporty" line, is the "ribbed silk" stocking. This is hose of fibre silk, in which an effect somewhat similar to the rib in a wool stocking is produced. It is shown in a range of the new shades and also in black and white. Doubtless it will have a fair call for wear with sport shoes.

Good Store Fixtures Help Sell Goods

Hosiery must be displayed prominently if sales are to mount upward, although a few years ago a shoe merchant boosted his sales of hosiery from \$400 a year to over \$3,000 by the simple expedient of making it worth while for ALL his salesmen to be interested in the sale of hosiery. Those clerks talked hosiery, showed hosiery to their customers, going to the hosiery department with them and introducing them to the girl in charge, and in every way boosted that end of the business.

The hosiery line should not be merely a little side line. It should be a department, standing on its own sales. The shelving and cases used in its housing and display are important, because of the fact already stated; hosiery must be shown to be sold.

The new equipment of one store includes the shelving, and drawers for holding the stock, a series of display windows or cases above the shelving, where the space would otherwise be wasted, and a show case which serves for a counter as well.

This equipment permits the stock to be assorted as to size, style and color and facilitates handling

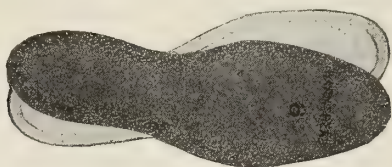
the merchandise quickly, which is appreciated by customers these days.

If the space allotted to hosiery in a store is small, a reserve may be established, the sizes being replenished every morning.

Good equipment for the handling of hosiery pays well, and is probably more important than the equipment for handling shoes.

New Type of Insole

A new type of insole has been placed on the market, known as the Supreme Brand Health Insole. This insole, it is stated, is made 100 per cent of pure wool. Among the advantages claimed for it are the



following: That it absorbs moisture, and perspiration; won't crack; withstands the action of water and acid; guaranteed not to creep.

The sales agents for the Supreme Brand Insole are Shoe Store Specialties Co., Toronto.

How Fashion Has Affected the Market for Shoe Laces

"That the shoe lace market is largely dependent upon the vagaries of fashion is demonstrated by the sales slips of many merchandising finders," says "Shoe Findings." In most instances an overwhelming preponderance of sales of short laces is shown, where formerly the heavy sales were on the longer laces.

In the rural districts the wearing of low shoes during the winter months is impracticable, and the lace business has been hardly affected, but in the cities the decline of the popularity of the high shoe has wrought big changes. Even during the winter months, while the demand for longer laces does come back to some extent it is but a fraction of what it used to be.

The gradual swing toward the more general use of brown shoes is also reflected in the findings trade. Brown footwear ten years ago was looked upon chiefly as an afternoon and "sporting" proposition, but now it is worn freely on almost all occasions, except formal affairs. Hence the production of brown laces has increased remarkably. Many shades are in demand, and the lace manufacturers now produce cordovan, cocoa, light tan and dark and medium tan, in both flat and tubular form.

The demand this season seems to have mainly centred upon the short brown laces, with business in men's lines predominating.

The package lace, with each pair banded and marked with the trade name, name of maker, length, style, etc., is gaining a wider distribution in the cities, but the old style customer, who is content to have his cobbler take out a bundle of 25 to 100 pairs of laces and sort out a pair to fit the shoe and suit the taste, is by no means extinct, as is evidenced by the reports on sales of the so-called "bulk" laces.

Mail Order Competition

The mail order house is a factor in the findings field which both the wholesaler, the retailer and the repair man must take into consideration. In the mail order catalogues are listed such items as rubber heels, rubber fibre half soles, laces, boot socks, shoe trees, cork insoles, shoe polish, etc. The prices are often very low, and there is not a shadow of doubt that a great deal of money finds its way through this channel, which should find its way into the local merchant's till.

Costs of Manufacturing Laces

The costs of manufacturing shoe laces have been increasing within recent months. Already some of the shoe lace manufacturers have made slight advances in their selling prices, and in some quarters it is stated that there will be a continued upward tendency. Raw cotton prices have been advancing steadily for some time, and it is estimated that at the present rate of consumption the supply of cotton in the United States will be completely exhausted before next August. Cotton yarns have been increasing in price, and are of course bound to continue to reflect the trend of the raw materials market. The spinners, in many instances, are refusing to book future business, holding that with the production costs rising as steadily as they have been, it is imperative that they "follow the market."

Historic Shoe Polish Concern Goes Out of Business

With the closing down of Day & Martin, of London, England, one of the oldest and most historic concerns connected with the shoe industry in the English-speaking world passes out of existence. Founded in 1770, the name of the firm became a classic. It has been mentioned by Dickens, Tom Hood, George Eliot and Carlyle, and it was their blacking which no less a person than Sam Weller used to



Suede brushes are a good line to have on hand for the Spring trade

clean Mr. Pickwick's boots. Mr. Day, a Doncaster hairdresser, had the recipe given him by an old soldier. With Mr. Martin, he made so much money that when he died in the forties of last century he left his only daughter £400,000.

It was the folly of non-advertising that brought about the collapse of the concern, Mr. Burlison, managing director of the company, is reported as asserting. In the old days the blacking was advertised until it became a household name. When the new polishes of other firms came out, the directorate of that time thought nothing could disturb them. After that they changed about, but it was too late.

Call a girl a chicken and she cackles; call a woman a hen and she lays for you.

What Type of Waiting Room Will "Pull"?

One of the Difficult Problems which Every Repairer who Plans to Build up
a "While You Wait" Business Must Face.

By OLIVER M. BROOKS



Of the problems that form part of the running of an up-to-date repair business, there is none that would appear on the surface to be more apparently easy of solution, yet in reality is more difficult to solve, tantalizing and discouragingly elusive, than that of the successful waiting room for the accommodation of "while you wait" and transient repair trade. No other branch of the business offers such possibilities of development as this, with a quick reward to those who are fortunate enough to find the key to the riddle.

There is little question in the minds of modern thinking repair men but that a good "while you wait" trade is an asset to any repair business, and that there are profits to be made in a good class trade of this kind, particularly where the volume can be worked up to a point that makes it a worth while proposition.

One of the essentials, if not the most essential factor, in working up this trade is suitable accommodation that will attract and hold customers while their needs are being attended to, and it is just this point as to what constitutes the most suitable and attractive accommodation that creates the problem, the effective solution of which will bring a good harvest of profitable work to him whose ingenuity surmounts the obstacles.

Why Do So Many Waiting Rooms Fail to Attract Trade?

To be sure the problem is not new, nor are attempts at its solution lacking. Every part of the country registers the attempts that have been made to cater to the waiting trade in waiting rooms of almost every kind, but the issue might just as well be faced squarely—most of these are waiting rooms into which patrons simply will not go in profitable numbers. There are some into which it seems that customers could not be driven with the blunt edge of an axe, while the puzzled proprietor is left to wonder why customers do not seem inclined to use a convenience that he has gone to some trouble to supply—with an eye to its business attracting values, it is true.

In sharp contradiction to this are the few waiting rooms and cosy corners that are freely patronized and bring their owners a steady stream of profitable work, and which, in a few instances, are actually the mainstay of the business.

Locality, of course, has some bearing on the case—but granted that locality and other conditions are right and the class of work delivered is such that it will satisfy and retain a critical clientele, there are other features that are influencing factors of success or failure.

Accommodation provided in this connection covers a large range and varies all the way from a solitary seat in an odd corner to an array of chairs and

from the individual cubby-hole to a good sized room.

An Elusive Point

Upon a broad survey one fact becomes apparent. The waiting room to be successful must not be too much of the private room type and yet there must be just sufficient privacy to attract—the point elusive.

Where a partitioned or semi-enclosed space is used, it is apparently more satisfactory to separate the customers by sex—ladies from gentlemen—while on the other hand where a space is simply set aside for this purpose, but in no way partitioned off, it seems just as satisfactory to invite "mixed waiting."

The private room of the strictly for ladies' type, no matter how well or carefully arranged, simply does not "pull" sufficiently well to be worth while. In one or two instances where the space available was such that a spare room leading from the store could be used for this purpose and was more or less effectively carried into effect, the results obtained did not justify the expenditure.

Convenience not the Whole Secret

Convenience alone is not the keynote, for perhaps the most successful waiting trade we know of is conducted where a number of chairs, a lounge, a wicker table and a few other oddments are arranged behind a six foot high showcase fixture in such a way that they are in the rear of the counter and out of view of the front shop, but are open to view to all the employees that pass up and down between a rear work shop and machines.

It is worthy of note that in order to get into this waiting room customers must pass by or under a counter flap, and it is interesting to see how the ladies will struggle with this flap and lift it up themselves to get into that room. A girl is kept to help in waiting on the counter and customers, and it is no uncommon sight at some times of the day to see six or eight women and girl customers contentedly sitting waiting for their shoes. The volume of waiting work in this store constitutes an important part of the business, which is of considerable size.

The fact of having a female clerk in the store seems to be something of an asset in attracting women's waiting trade, although this is not always the deciding factor, as is instanced by those successful shops that have male employees only, and curiously enough the women's trade seem to prefer to have a practical shoemaker attend to their wants rather than the best trained woman clerk.

Modesty Demands Privacy for Stockinged Feet

The open style waiting accommodation—that is where a portion of the store is simply set aside for seating purpose—seems to work well in places, but usually with the proviso, that privacy must be given to the stockinged feet by an arrangement of showcases, low screens or some such method.

Indeed "partially private" is the best angle from which to start to try and solve this problem. Roughly speaking, privacy for the customer from the waistline down is a vital essential, but no privacy from the waistline up. Remember your customer's head and shoulders should always be in plain view in the contemplated waiting room if you would have success.

Composition of the fittings in the waiting room is another angle. There is no need for elaboration. Simplicity seems to be a keynote of the most successful ones—simplicity and scrupulous cleanliness.

A few simple pieces of furniture that shows some signs of usage and wear seem to attract more than strikingly new pieces. Colors that sooth and harmonize should predominate—greens, browns and similar tones, with a lighter touch of rose or old gold if necessary, are most successful. You may use a worn piece of carpet or individual foot mats—and keep 'em clean! Community slippers do not go with the women—they do with the men.

No Police Gazettes for the Ladies, Please

If the accommodation is supposed to be attractive to women, do not lay sporting journals, trade papers and the latest in popular mechanics around for them to read. It reminds them of the mere male too vividly, who may be waiting for their return. Use copies of the women's magazines and journals—fashion stuff—and some popular illustrated journals. If you don't know—ask the wife—or some one else's and then get the ones she says, even if you do regard her selection with question.

Listen—don't forget the clock! No matter if you already have one in the store, get another one and work it into the composition of that room, so that it will not be conspicuous. Not a showy new clock, mind—for we do not want that clock for appearance, but rather an old one with a noisy, even, smooth, soothing tick. It's the tick that we want mostly—just that mechanical silence-breaking friendship—that familiar homelike sound that takes away the stiffness of strange quarters and brings relaxation. If you have to steal that old alarm clock off the kitchen stove and then buy the wife a gold wrist watch to square yourself—that is your business—but it will be more than worth it if it has the right note and you want an added attraction in your waiting room.

Let the Male Eye Examine the Machinery

With the men other things attract. Plan to seat them so that they can see the machinery at work—don't attempt to confine, but provide suitable means of camouflaging the fact the they have their shoes off and are waiting for repairs. Men especially are terribly sensitive lest someone might see their stockinged feet or a possible toe sticking out. Provide the means of their tucking their feet out of sight and the rest of them will be happy—and, all else being satisfactory, your store will be more attractive to them than one which does not make this provision—although they would probably never know why.

Whether you plan Foot Comfort Parlors, Ladies' Rotundas, simple Cosy Corners, or plainly-stated "while you wait" accommodation, there are many angles to be figured and the human element to be reckoned with. To the store that best solves the problem will be attracted the waiting trade of the district in a steady stream of business that can easily be made profitable.

Hamilton and Brantford Fraternize

On Tuesday evening, Feb. 13, the Hamilton Shoemakers' and Repairers' Association, held a social affair, to which their neighbors of the Brantford Association, with their wives and sweetheart, were invited. There were some fifty present, including many of the fair sex, and from various reports which have come to the editor's desk, we are led to the conclusion that those who weren't there missed something. Cards, music, dancing and sumptuous luncheon, to which the Brantford boys confess they did full justice, beguiled the hours until 11 o'clock, when the visitors had to set out on their return journey. Two of the Brantfordites "romped" home with the two first prizes—Mrs. J. Smith grabbing off the ladies' honors, while Mr. Pettit himself cinched the men's end of it. The Brantford crowd are getting quite cocky, and after all we can't blame them, when they can give such a good account of themselves in the Ambitious City of Hamilton.

Oh! We nearly forgot to mention the speeches. It is reported that they had the merit of brevity, while some go so far as to say they were witty. It's a pretty good sign when the orators begin to practice the Golden Rule, isn't it?

Community singing and a number of very pleasing vocal selections by Miss Rogers rounded out the evening, and all went home with the feeling that it was good for them to have been there.

What the Federation is Thinking About

Brantford, Feb. 23, 1923.

Brother Craftsmen:—

I think a few lines concerning the doings of the Federation Councillors will help to cheer you all. We are now nearly over the depressed season—been very bad I know, but let us look up to the bright future and get Dr. Coue's slogan going, "Every day in every way business is getting better and better." Try it every one of you.

Now back to where I started to tell you about ourselves: We are going to send circulars to every repairman in the province—quite a large undertaking, but with the kind and generous help of the several manufacturers and jobbers we are able to get a complete mailing list, over Fifteen Hundred names. The plan is to send you all a friendly letter, asking every man in the province to kindly send in **One Dollar**, application for membership to "Ontario Federation Shoemakers and Repairers." Just think what it will mean to us all. It is impossible to quote here the many advantages it will give us, but you fellows are all able to picture the future of a great organization.

The convention will be of benefit to everybody, both our patrons and ourselves. Your dollar is going to do wonders. Did you ever stop to think what a great convention costs? And our next one is to be one of the greatest. We are quite sure you all will come across with the little greenback. We will send you a receipt for same and want you to come and see just where your dollar goes. Then you will not be sorry. If you do not receive one of these letters in a reasonable length of time (you know it is quite possible to miss someone in such a big undertaking) just send a dollar. Tell us it is for application for membership and an acknowledgement will be sent

you with our many thanks. That is the outline of our biggest doings, to date.

Now there is the printed programme which we hope all the trade will be interested in. We expect to send every man in the province a copy, all his own, so those who are absolutely unable to attend will have an idea of what is going on July 25-26. But we want every one to come and **see** for himself. Seeing is believing and believe me, I want to **see** you all because I **believe** in you all.

Some of you fellows from a distance, did you ever look up "Brantford" on the map of Ontario? Quite centrally located and within a fair distance to everybody. Come from the East and find ideas from the West, or vice versa. Every fellow gets a square deal.

The Banquet, Oh Boy, Something different! Well it wouldn't be right to tell it all here at once, but you won't be a darn bit sorry after you have partaken from the festive board and enjoyed the entertainment.

Now don't forget, look for the forms and send in your dollar as soon as possible. We are under way now and by all appearances clear sailing ahead of us.

Let us hear from ANYONE with ideas for our future. Hoping to see everybody at the Convention, I am,

Yours Sincerely,
Walt. Stevens,
Sec.-Treas. O F. S. & R.

Brantford Association Notes

The new president of the local Ass'n. Mr. Sid. Rogers says he is no orator, so look out for him. If he does not talk much, we can rest assured he will give a good account of himself in other ways.

During the time of depression which we have been experiencing the Brantford Association is indeed gratified that its membership is holding up. Everybody is game and staying to the finish.

All the boys are looking forward to the Convention here July 25-26 expecting to see one thousand new faces or fellow craftsmen, hungry for advancement of our trade. We will be all running in high gear and promise a most excellent and profitable holiday for you all.

Hints for the Repairer From "Shoe Repair Shop"

Many shoe repairers don't seem to know how to put a comfortable patch on the sole of a shoe. In the first place the patch must be skived all around on a long bevel. The best quality cement should be used and short tacks are better than nails, as the points rivet into the insole better. On account of the thin skived edges, the leather used for patching should be of the best grade in order to hold the fastenings for a reasonable length of time. Sometimes a patch is applied at the outside to throw the foot toward the inside, and that patch should extend from below the ball to the toe in order to properly throw and support the foot in the act of walking.

Watch the heel pads and sock linings. Sock linings that come loose and wrinkle up under the foot are very disagreeable and uncomfortable to the wearer. Only one thing is worse, and that is if the

heel pads come out and leave the heel nails exposed to hurt the foot and wear out the hose.

As shoes having white or light colored tops are in vogue, great care should be taken to avoid damages to such uppers caused by the cleaning preparations used to remove edge blacking from them. The work should be so carefully done that it will not be necessary to use cleaners of any kind.

System is what saves time and energy. Arrange your tools and machines in the order of their use in the course of the work, and see that they are there again after having been used. This will avoid having to hunt for what is needed at the time it is needed. Hunting means a loss of time.

It is rather hard sometimes to keep down a heavy sole, especially when nailed on a welt shoe. The nails then have to be set away from the welt seam and the edge tends to open up. Take the toe or ball and a double row of nails is needed at those points.

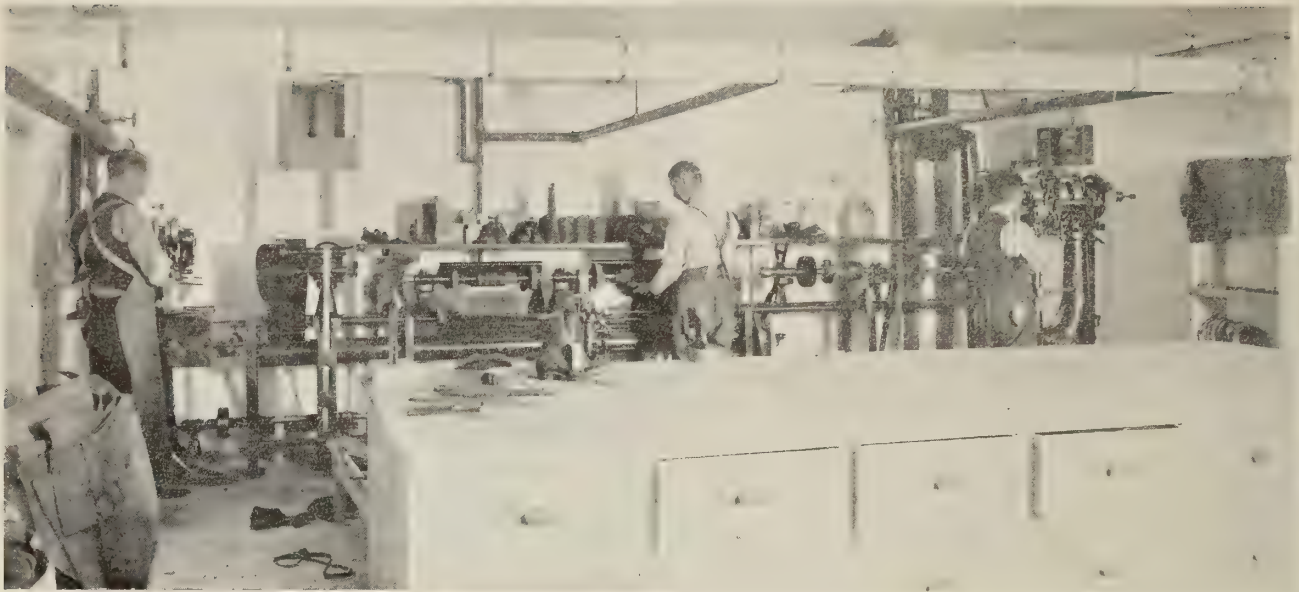
When blackening the uppers on shoes that you have repaired, be careful not to get blacking on the laces. No one likes to get his hands black every time he laces his shoes.

It often happens that the tip-seam may be twisted when forcing a new sole on an old shoe. The sole should fit from the start, as forcing the sole destroys



WHILE HIS SHOES WERE BEING
SHINED THE PROFESSOR BECAME
QUITE ABSORBED IN AN EDITORIAL AND
PROCEEDED TO CROSS HIS LEGS.

With acknowledgements to Fox



In connection with their Peterboro, Ont., store, R. Neill, Ltd., shoe retailers, have a splendidly equipped repair department, as shown in the photograph which is reproduced above. They have a 22 ft. outfit, including a skate grinder and Ideal stitcher. The department, located in the basement, is particularly well lighted and provides bright and cheerful surroundings for the workers. Note the set of drawers for stock and findings. While-you-wait trade is not encouraged, but is not refused. A very large business is done with the farmers on Saturdays.

the fit of a shoe. Soles that do not fit from the start and are pulled or forced in any way, or are applied when wet, cause the shoe to be somewhat smaller than before repairing, and sometimes the difference in size is so great as to cause discomfort and pain to the wearer.

Well shined shoes reflect the heat instead of ab-

sorbing it, and therefore are cooler in summer than dusty ones. They are also warmer in winter because of the fact that a shining surface radiates less heat than a matt or dull surface.

The Billikin line of children's shoes was a new feature with Canadian shoes, Ltd., in their exhibit at Montreal.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Immediately following the recent shoe convention in Montreal, Mr. J. A. Scott, of Quebec, was stricken with plural pneumonia. We are very glad to be able to report that, at the time of writing, Mr. Scott was expected to be able to leave his bed shortly. The entire trade will wish him a speedy and complete recovery.

Mr. Peter Braunstein, of Montreal, was one of those who suffered from the ravages of the "flu." He was confined to his bed from Feb. 7 to 20, but is now back on the job and states that his customers may be assured that deliveries will not suffer delay through his enforced absence.

Albert E. Kitcher has recently purchased the shoe business of J. A. Bryant at 1162 Yonge St., Toronto. Mr. Kitcher had formerly been in the employ of R. Dack & Son, 73 King St., West, with whom he had served for ten years, in the orthopedic and made-to-order department. During the last five years he was in charge of the orthopedic department.

J. A. Bryant, former proprietor of the store at 1126 Yonge St., Toronto, plans to open a store at Birchcliff, Kingston Road.

Fire completely gutted the two top storeys of the building of the Great West Saddlery Company, 212 Ninth Avenue West, Calgary, some weeks ago. The total damage to stock and buildings is estimated at between \$250,000 and \$300,000.

Both the Nickle Boot Shops in Calgary, Alta., have been forced to close on account of financial difficulties, it is reported.

A. C. Grabill, of Walkerton, Ont., has recently purchased an up-to-date shoe store from Chas. Petteplace in that town and has commenced operations satisfactorily.

The Quebec Shoe & Rubber Co., Limited, has been incorporated, with headquarters at Quebec City. Capital stock, \$90,000.

Frank M. Smith, formerly with the Greb Shoe Co., is now covering Western and Eastern Ontario for the Bauer Shoe Co., of Kitchener, makers of children's footwear.

J. A. Sullivan and E. N. Wright, of the Talbot Shoe Co., St. Thomas, are attending the Arch Preserver Convention at the E. T. Wright plant, Rockland, Mass. This convention will be attended by all of the salesmen and advertising experts on the staff of E. T. Wright & Co., and subsequently it is the intention to launch a big advertising and sales' campaign. The Talbot Shoe Co. is of course interested on account of the fact that it manufactures the Arch-Preserver shoe in Canada under license from the Wright Co.

Wm. Howarth has recently joined the staff of Geo. Boulter, Ltd., Toronto, succeeding H. C. Arnold, who resigned to become connected with Gutta Percha & Rubber, Ltd. Mr. Howarth was formerly with the Robert Simpson

Co., Ltd., Toronto, where he had charge of the men's shoe department for three years.

The entire stock and equipment of the Davies Footwear Company, Ltd., 60 Front St., West, Toronto, amounting to \$199,630.90 in book value, was sold en bloc by Butler & Co., trade auctioneers, at a rate of 67½ on the dollar. The buyer was Mr. Albert Carey, of the Carey Shoe Company. This is said to have been the largest quantity of merchandise ever sold in one lot in Canada.

The Lloyd-Rose Shoe Store, Roncesvalles Ave., Toronto, suffered damage from fire to the extent of \$4,400 a few weeks ago—\$4,000 damage to contents and \$400 to building.

To provide the new company, Ames-Holden-McCready, Ltd., which was formed by an amalgamation of the old A.H.M. concern and the Ames-Holden Felt Co., with substantial working capital, it is proposed to sell \$1,000,000 par value of the first mortgage bonds of the new company.

A. J. Pinsonnault, Ltee, has been granted letters patent of incorporation, with authorization to carry on a footwear business, wholesale or retail. Head office is located in Quebec City.

His many friends will regret to hear that Wm. Malloy, Goodyear agent in Toronto, has been bereaved through the death of his father.

It has been announced that the J. W. Hewetson Shoe Co. will build a large addition to their plant, increasing their floor space by 50 per cent.

Griffith B. Clarke, president of A. R. Clarke & Co., has had his share of the prevailing epidemic, having been laid up for ten days with the "flu." Pneumonia threatened, but "Griff" staved it off, and is now back on the job again, which will be welcome news to his many friends in the trade.

A. Cohen, Montreal, has sold his shoe business to R. Shephard.

T. W. Parlmer & Son's store at Hensall, Ont., was recently burned out.

Geo. W. Cockran, shoemaker, has commenced business at Lumsden, Sask.

J. R. Coulombe, of Quebec City, is recently reported to have assigned.

Bignell & Knox, Ltd., Montreal, has succeeded to Bignell & Knox.

E. H. Gulledge, Oakville, Ont., harness and shoe dealer, recently suffered a fire loss.

Jacob Roston, of the Self Service Shoe, Ltd., Montreal, has passed away.

S. J. Woods, harness and shoe dealer, Carman, Man., deceased.

The Dominion Shoe Repair, Saskatoon, Sask., advertised business for sale recently.

L. C. Fisher, shoemaker, Mirror, Alta., was burned out some weeks ago.

Alfred Bleau & James Ethier are interested in the recently formed A. B. Shoe concern, Montreal.

Obituary

G. H. Featherston, proprietor of the shoe store operated under his name at 659 St. Catherine St., Montreal, passed away recently.

One of the veterans of the road has passed away in the person of Mr. James Bonthion, whose death occurred at his home, 241 Albany Ave., Toronto, on March 2, following an illness of some weeks. The late Mr. Bonthion was born in Scotland 76 years ago and came to Canada when about eight years old. He had been connected with the shoe business practically from the outset of his career and for more than thirty years had called on the trade in Western and Northern Ontario. This long period of service had made

him one of the best known figures in the commercial travelling game in the province.

John McKerrow, of North Bay, Ont., who for many years operated a shoe store in Renfrew, passed away recently at the ripe old age of eighty, as a result of an attack of "flu."

The death occurred last month of Geo. Clatworthy, president of the firm of Clatworthy & Son, Ltd., makers of store fixtures.

Latest Shoe Gossip From the Maritimes

A disastrous fire occurred in the building owned by Messrs. Waterbury & Rising on Main Street, St. John, N.B., and damage to the extent of about \$10,000 or \$12,000 was done to the stock and building. The fire originated in one of the upper flats, which is above the store occupied by the above mentioned concern, as their Main Street Branch. They are at present disposing of their stock through the usual methods, viz, Fire Sale.

Mr. Arthur Barbary, who for many years was on the travelling staff of Messrs. Waterbury & Rising, is to cover the Maritimes in the interests of the Talbot Shoe Co. and The Nursery Shoe Co., both of St. Thomas, Ont. The genial "Art" has many friends who will be pleased to see him and wish him well in his new venture.

Mr. Joseph Wiezel of Wiezel Bros. Ltd. recently visited Boston and other shoe centres, in quest of the newest for his Easter trade.

Messrs. L. Higgins & Co. of Moncton, N. B., are discontinuing their wholesale and retail (The Big Corner Shoe Store), in that city. Mr. Percy L. Higgins will continue the Red Front Shoe Store, which was a branch of the other business, in his own interests. The Higgins building and part of the offices are being taken over by Mr. Wm. E. Cook of Truro, who is transferring his business from that city to Moncton. The other offices in the building are being retained by Mr. L. H. Higgins in connection with his large real estate holdings in Moncton.

Mr. P. L. Levine has discontinued his Prince Edward Street branch in St. John, N.B., and is now concentrating his entire efforts on his King Street store.

A wonderful Winter Carnival was recently held in St. John, and apart from the International Skating Championships was a Torchlight Parade held under the direction of the St. John branch of the Retail Merchants' Association, the success of which was due in no small way to the efforts of some of the St. John Shoe dealers, there being no less than three St. John Shoe concerns represented on the Committee, Messrs. J. Vaughan of Francis & Vaughan, C. H. Smythe of Waterbury & Rising, and A. V. Wright of Wiezel Bros. Ltd. During Carnival Week, there was a convention of the Maritime Wholesale Shoe Dealers.

MARRIED, REPUTABLE, ENERGETIC SALESMAN desirous of representing good firm with a strong line. Is acquainted with Boot and Shoe Mfrs. and Shoe Findings Jobbers in Montreal and Quebec. Can engage at once and produce results. All references and if required any amount of bond furnished. Reply, Box 157, Footwear in Canada, Toronto.

3

FOR SALE

Shoe Business in good town in Waterloo County. Rent \$27.00 per month. Stock \$9,000.00, exceptionally clean. Turnover \$20,000. Splendid location. Apply Owner, Box 149, Footwear in Canada, Toronto.

3

YOUNG, experienced shoe traveller, with a connection, seeks good line for Western Ontario. What have you? Box 141, Footwear-in-Canada, Toronto.

3-4

AGENCIES WANTED on commission—Shoes or Findings—by a traveller with references, covering Montreal. A. Lemieux, 1818 Esplanade, Montreal, Que.

3

Dale Display Fixtures

Sell Shoes

Your merchandise on "Dale" Fixtures are half sold.

Look through **your customers'** eyes. They want to "see" goods.

Up-to-date displays are as essential as up-to-date goods. Both are needed for an up-to-date business.

Write for our new catalogue now.



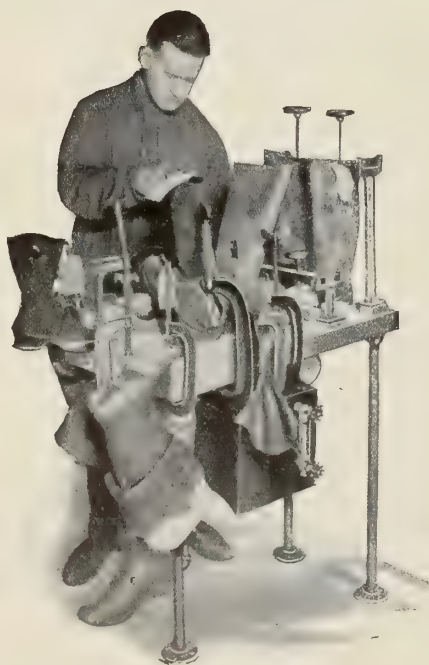
Dale Wax Figure Co., Limited, Toronto, Canada

CANADA'S LEADING DISPLAY FIXTURE HOUSE

Montreal: P. R. Munro, 520 New Birks Bldg.

Vancouver: E. R. Biollert & Son, Mercantile Bldg.

Winnipeg: O'Brien Allan & Co., Phoenix Block



A Machine that Doubles Your Profits

Increased profits at little increased expense.

This Rubber Boot and Shoe Vulcanizing Equipment should be in every shoe shop in Canada. It works while you repair leather work. Mends damaged parts and puts on rubber soles and heels like new. Doubles your income, with the large amount of work of this kind to be done. Handled exclusively by us. Easy terms or net cash plan.

UNIVERSAL SHOE MACHINERY LIMITED

128 Queen St.

Montreal

97%

of Footwear
and allied lines
are sold on the
recommendation
of the *Retail*
Merchant

In the eyes of
the Consumer
he is responsible

The Sportsman's Favorite



This is Canada's favorite hockey shoe—worn and recommended by the leading players in the game. Snug fitting, comfortable and sturdy. Guaranteed to outlast all others. Samples gladly forwarded for your inspection.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC

Every Merchant Should Have a "Specialty" Line *Let "Footgloves" be Yours*

FOOTGLOVES—the flexible-soled walking shoe for women, so popular in England and now destined to duplicate its success in Canada—is for the customer who is not satisfied with the ordinary run of shoes but who looks for something a little "different." Footgloves are "different" without being freakish. They embody the best of materials and are superbly made. Samples may be obtained by writing the manufacturers—



John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
ENGLAND



1st

in the

Footwear Field

1st—in Circulation

(57 per cent. more net paid circulation. 67 per cent. more paid circulation among retail shoe dealers and repair shops. 376 per cent. more paid circulation among shoe manufacturers, wholesalers, tanners, etc., than any other shoe paper in Canada.)

—Audit Bureau of Circulation

1st—in Advertising Volume

1st—in Variety of Products Advertised

1st—in Reader Interest

Lowest—Advertising Rate Per Interested Reader

NOTE—Above statements are facts unadorned. These facts are interesting and of vital importance to every manufacturer with a sales message for the entire shoe trade. Write us for the proof of each of these statements.

Footwear

in Canada

The National Magazine of the Shoe Trade



Cheap Material in the Finishing Room is False Economy

The Best is Cheapest in the Long Run

BOSTON LEATHER STAIN CO.
Makes only the HIGHEST GRADE ON FINISHES

We are
Exclusive Canadian Agents

We carry large stocks of BLS goods at MONTREAL, KITCHENER, QUEBEC ready to give you real service.

CYCLONE BLEACH, the only real sole Bleach; MAGIC STAIN, PARAGON STAIN, ALL Shades; KING and ULTRA EDGE INKS, Black and Colors; BLACK DIAMOND HEEL and SHANK INKS. DYES, BLACK and COLORS, for all Purposes.

DRESSINGS and POLISHES, for all KINDS of Leather, Black and Colors. BOTTOM POLISH, WAXES, ETC.

You can't go wrong on this line. Every item is guaranteed twice by Boston Leather Stain Co., and by us. If anything goes wrong we make it right, quick.

Don't place your WINTER ORDER until you know what we have to offer you.

McDowell & Lincoln Limited

Formerly International Supply Co.

Main Office

154 Notre Dame St., W., Montreal

BRANCHES:

37 Foundry St., W.
KITCHENER, ONT.

566 St. Valier St.
QUEBEC

Established 1915



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

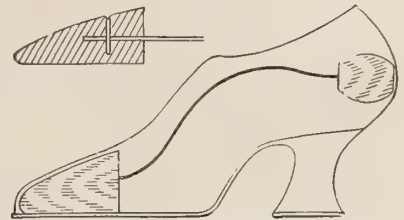
EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



STAYPUT SHOE TREE

CAN'T COME
OFF
GREAT
SELLING
TALK



NOTE, nail driven into wood through a hole in spring. Ask for samples and prices today. 3 sizes.

SHOE HORNS

PRACTICAL DESIGNS SUPERIOR FINISH AND QUALITY OF METAL

Plain or Printed

Just the horn the trade wants. Easy to pull out. Samples and prices on application.

For sale by ALL JOBBERS

Shoe Store Specialties

Company

260 Yonge Street

TORONTO

THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian
and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses', and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL

**We Can Save Money for You on Your
Shipping & Packing**

H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.

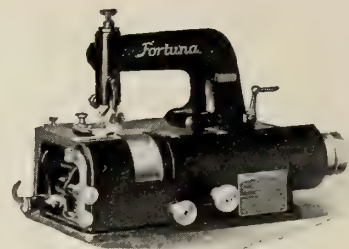
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO

Fortuna Skiving Machine



**For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper**

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

A glance will tell you all you need to know

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

**The Best and Most Durable
Shoe Laces Are Made
With Our**

Power Shoe Lace Tipping Machines

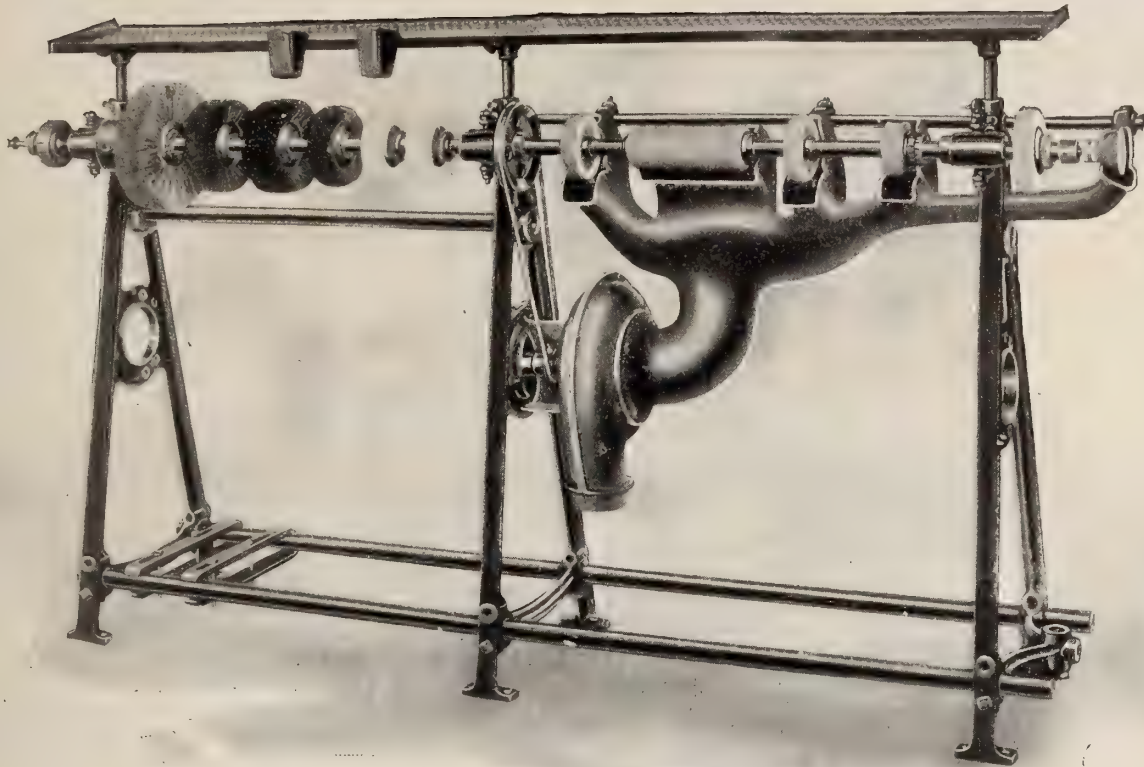
**Textile and Special Machinery
Harris-Corliss Steam Engines**

Eastern Representative for
**WORM GEARS AND WORM GEAR
REDUCTION UNITS**

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

AMONG OUR NEW MODELS

JUST CATALOGUED



Illustrating the 9ft. Outfit—Model P. A new size—Built in our Montreal factory

There Is An Outfit to Help You Win NEW BUSINESS THIS SEASON

Inspire Confidence

Increase Production

Dependable Units Embodying the Latest Improvements and Labor-Saving Features

**Just as Large as the Occasion Demands
Installed on Terms that You Can Afford**

Write for a copy of this NEW 1923 CATALOGUE just issued

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory
MONTREAL

TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

QUEBEC
28 Demers Street

**NON - RIP
REG.
SANDALS**



Humberstone Sandals have built up a Dominion-wide reputation around the "quality" idea.

There's nothing better for your best class of trade.

Made in three colors—black, brown, tan.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

WANTED

Jobbers to handle new up-to-date line of

High Grade INFANTS' FOOTWEAR

Extensive Line of High Grade Soft Soles and new patented Line of Cushion Sole Welts.

Apply to

The Baby Shoe Co.
Belleville, Ont.

Subscribers' Information Form

Many letters reach us from subscribers enquiring where certain goods can be obtained. We can usually supply the information. We want to be of service to our subscribers in this way, and we desire to encourage requests for such information. Make use of this form for the purpose.

Date 19

"FOOTWEAR IN CANADA"

345 Adelaide St., West, Toronto

Please tell us where we can secure (give description as fully as possible)

.....
.....
.....

Name

Address



"GUTTA PERCHA"

Rubber Footwear

Spring Opening March 5th.

A representative will soon call on you. He has many interesting things to show you concerning the "Gutta Percha" line. There are many important new additions and many improvements in the old lines

We suggest that a little time spent in looking over the samples carefully will prove a good investment and pay you well. An order placed with any of our distributors will receive prompt and careful attention.

Gutta Percha & Rubber, Limited

Head Offices and Factories, TORONTO

BRANCHES

Halifax
St. John
Montreal
Ottawa
Toronto
Hamilton
London
Fort William
Winnipeg
Regina
Saskatoon
Calgary
Edmonton
Lethbridge
Vancouver
Victoria

DISTRIBUTORS

W. B. Hamilton Shoe Co., Ltd.	Toronto, Ont.
Geo. E. Boulter	Toronto, Ont.
Pomer, Winberg & Co.	Toronto, Ont.
John McPherson Co., Limited	Hamilton, Ont.
Sterling Bros., Limited	London, Ont.
Federal Shoe Co.	Ottawa, Ont.
F. E. Smith	Guelph, Ont.
Northern Canada Supply Co., Limited	Cobalt, Ont.
Bignell & Knox	Montreal, Que.
Canada Shoe	Montreal, Que.
La Maison Girouard, Limitee	Montreal, Que.
J. H. Larochelle & Fils, Limitee	Quebec, Que.
T. L. Parkman & Co.	Montague, P.E.I.
J. W. Boyer & Co.	Victoria N.B.
Dowling Shoe Co.	Brandon, Man.
Great West Saddlery Co., Limited	Winnipeg, Man.
Archie McKillop	Calgary, Alta.
Damer, Lumsden Co.	Vancouver, B.C.

Newest Creations in Buckels

Buckels with snap and quality for all style slippers.



BEADED
CUT STEEL
RHINESTONE

WRITE FOR
SAMPLES
NO OBLIGATIONS

LATEST
BELGIUM CLEO
No. 1103

Pleated ribbon buckels from \$5.50 doz. to \$7.50 doz. pairs.

This buckel can be used either on plain, one-strap or colonial pumps.

Parisian Beading Works Co.

1028 Arch Street, Philadelphia, Pa.

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

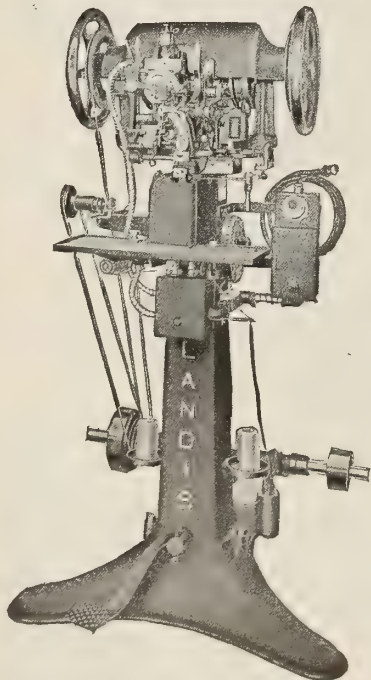
Head Office and Sale Rooms Tanneries
27 Front E. Toronto Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

FRED DUFTON
Ontario Representative, KITCHENER, ONT

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.



A Friend of the Children

Little feet rest easily and grow naturally when fitted with a pair of Globe shoes—the only genuine Goodyear Welts made with a Pillow Welt Insole.

At your request our salesman will call with a full range of samples for the coming season.

GLOBE SHOE LIMITED

Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St., W.

Carried in stock by Alfred Lambert, Inc., Montreal



THE quality of Clarke's A. R.C. Brand Patent is something tangible—something you can see and feel. Even a novice recognizes it.

This quality is only made possible through the careful selection of the hides and a perfected process of manufacture gained during our seventy years' experience.

Samples would quickly confirm the foregoing. Why not let us send them?

A. R. CLARKE & CO. LTD.
TORONTO
MONTREAL, QUEBEC



FOOTWEAR IN CANADA



STYLES
NUMBER



You'll Find Them Best

PANCO SOLES are made in all sizes for children, youths, misses, men and women.

PANCO SOLES can be stitched the same as leather

PANCO SOLES will outwear leather two to one.

PANCO SOLES are waterproof.

PANTHER HEELS can be put on with nailing machine, saving time and labor.

Service and Quality Guaranteed

BOTH made in Canada by

Panther Rubber
Company, Ltd.
SHERBROOKE, QUEBEC



Columbus Rubbers



Here are just two models—the Regina and the Columbia. They speak for themselves. They are COLUMBUS in every selling feature.

The Placing Season
Closes
April the thirtieth
Place Columbus and
Ensure
Quality, Style and Service



Ask for our new catalogue

**The Columbus Rubber Co., of Montreal,
LIMITED**

Head Office and Factory - - - 1349 Demontigny St., Montreal

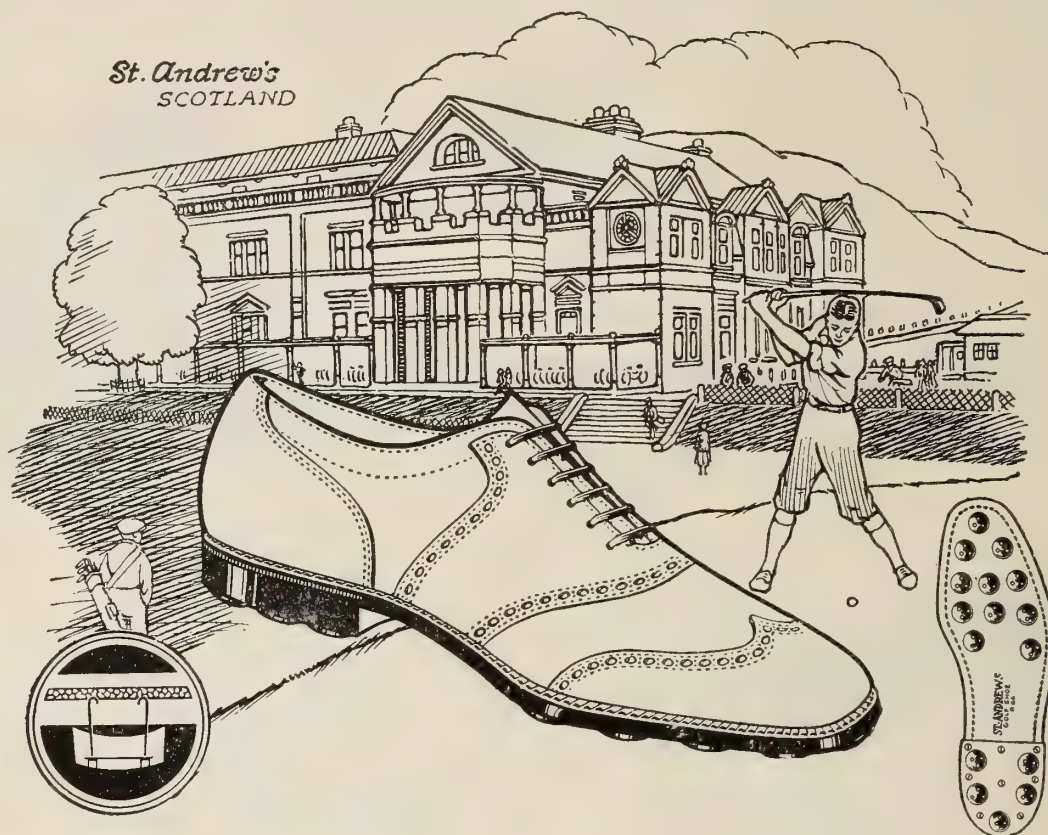
Also

Branches at Montreal, Toronto, Ottawa, Winnipeg and Calgary

Sales Agencies:

Wm. Cook Shoe Co.....Moncton, N.B.
Fleetwood Footwear Ltd.....St. John, N.B.
Poliquin & Darveau.....Quebec, Que.
Louis McNulty.....St. Johns, Que.
J. I. Chouinard.....Montreal Que.

S. Marantz.....Winnipeg, Man.
Wholesale Distributors Ltd.....Winnipeg, Man.
Tree Spriggs Co., Ltd.....Winnipeg, Man.
W. A. Law Footwear Co., Ltd.....Winnipeg, Man.
Shaw Brothers.....Edmonton, Alta.
Anderson & MacDonald.....Vancouver, B.C.



A Corking Good Golf Shoe

A solid year of study and practical experiment was put in on the ST. ANDREWS GOLF SHOE to make it what it is today—the best looking, most comfortable, and most durable golf-shoe you can sell. Tried out and approved by golf players who **know** what a shoe should be.

Give it a prominent place in your line. A vigorous advertising campaign is creating a demand for it among thousands of golfing enthusiasts. They're the class of customers you want.

Write for the agency in your district and get this profitable business.

14 Points of excellence

Viscolized leather outer soles
Patent rubber studs
Wetted heel and stitched "seat"
"Sani-Pore" inner sole
Outside counter pockets
Oak-tanned counters
Unlined—no painful wrinkles
Chrome-tanned uppers
One piece facings
Oak-tanned welts
Steel washer buried in studs
Studs riveted to outer sole only
Perfect Ventilation
Cork fillings

St. Andrews GOLF SHOES

Made expressly for Golfers by *The Tetrault Shoe Mfg. Co., Limited, Montreal*

Spring Hatchings Worth Waiting For



TWO new lines have recently been developed by the makers of Classic shoes—TO MEET A DEMAND.

The first is a new "Classic" Special in a Cushion Sole Genuine Goodyear Welt, designed for infants, children, girls, misses and growing girls. It is an entirely new line in a durable refined true-foot-form shaped shoe. Owing to its Goodyear welt construction, it is readily repairable at any regular repair shop.

The other new line is a "Classic" Women's Shoe in a special G. & S. Process. This shoe, while adhering to the standard type of construction, has special G. & S. features which make it of remarkable value inasmuch as they provide a high grade construction along a new combination idea at a lower price.

Both these "hatchings" should find a place in practically every merchant's stock. Drop us a line, and we will forward samples and full details promptly.



Getty & Scott Limited

*Makers of Fine Shoes for
Women and Children*

Galt, Ontario

Classic
KIDDIE Shoes
CUSHION SOLE
GENUINE GOODYEAR WELT



Classic
CUSHION SOLE
GENUINE
Goodyear Welt

Retailers, Attention!

ARE you entirely satisfied with the *Price*
and *Quality* of your *Infants' Shoes*.
If not, write at once for samples of the

Wheeler Welt

a new welt shoe with a *Cushion Insole* and
a *Better Grade of Stock*.

Our company is composed entirely of ex-
perienced shoemakers who are striving to
give a Better Shoe and a *Higher Grade of*
Service.

Write us at once

Sole Distributors for Canada

Robert Ralston Company
Hamilton - Ontario

Manufactured by

The Baby Shoe Company
Belleville - Ontario



A Fitting Tribute

THE N.S.R.A. Convention is now a maker of history, but its action in bestowing the signal honor the "Award of Merit" (blue ribbon) on Dr. Scholl's Foot-Eazer will live forever with those dealers who have for years and who will continue to regard this meritorious Foot Comfort Appliance as a synonym of Foot Comfort.

This "Award of Merit" has the endorsement of the N.S.R.A. which in itself is significant. The Committee making this award was selected by the N.S.R.A. to bestow this fitting tribute on shoes and findings that deserve such recognition and Dr. Scholl's Foot-Eazer was the logical selection in this field.

THE SCHOLL MFG. CO. LTD.

Canadian Office and Factory: 112 Adelaide Street, East, TORONTO

London, Toronto, New York, Chicago, Melbourne, Havana, Capetown,
Stockholm, Paris, Buenos Aires



Shoemakers to Wholesalers only



TRADE MARK
REGD.

**JOBBER
AND
RETAILERS
HAVE FOUND
PETER'S SHOES
FAST
SELLERS**

*The Hall Mark
of Fine Footwear*

Peter's Shoes are recognized by the consumer

Dealers who make a strong bid for family trade have found the value of Peter's trade mark on the shoes they sell. This brand has come to be recognised as a guarantee of unusual service and one sale of Peter's Shoes makes a steady customer.

Look ahead! Get the future trade of today's customers by selling them shoes you know will satisfy—the kind that will bring them back for more. Peter's fine footwear will build a reputation for your store.

PETER BRAUNSTEIN

MONTREAL

Sample Room and Factory 12 Bleury Street

QUE.

Direct Ontario Representatives:—F. W. Burrill, Fraser Bldg., 53 Queen Street, OTTAWA

Western Representative:—James Brown, Suite 6, Section 1, Havelock Court, TORONTO

Ontario Jobbers:—Pearson Shoe Co. Ltd., 84 - 86 Wellington St. W., TORONTO

Carry in stock Peter's Branded Shoes of every description

Clinch the Most Profitable Juvenile Trade---with Kewpie Kewps

"Once sold, always sold" is a truism of Kewpie Kewps. For once people have seen the benefits of these flexible, cushion-soled leather shoes they are rarely satisfied with anything else.

Kewpie Kewps marked a radical change in the construction of juvenile footwear. They provided greater comfort, better fit and longer wear than had ever before been possible. They taught people the real meaning of a scientifically constructed shoe.

From the dealer's standpoint, they have been a phenomenal success. If you haven't been sharing in it, why not write us now for full particulars? Illustrated price list gladly forwarded on request.



Process fully protected by patent

Infant's sizes 2-5 made with Chrome Tanned Elk Sole. Larger sizes with regular high grade Oak Sole Tannage.

ECLIPSE FOOTWEAR

BETTER THAN EVER

Eclipse Shoes for growing girls, youths, misses and children have an established reputation that extends from coast to coast.

Sturdy, comfortable, good looking and moderately priced, it appeals to the shrewd parent who seeks economy through quality.

Eclipse shoes will put your juvenile department on a sound, profitable basis.



Write us for full details.

The Galt Shoe Mfg. Company, Limited

Galt - Ontario

Manufacturers of Growing Girls', Youths', Little Gents', Misses', Children's and Infants' Shoes.
Permanent Sample Room, Toronto—Room 7C, Cosgrave Bldg., 167 Yonge St., Telephone Main 2250



Special Window Display of Hewetson's "First-Step" Baby welts

How Window Displays Can Increase Your Business

Every progressive merchant knows that an attractively-dressed window sells goods. The more attractive it is, the more attention it draws from those passing by and the more business it creates.

We take it for granted that you are keen for more business and lots of it this Spring. So are we. And in order to help you as far as we possibly can we have produced one of the finest window trims anybody has seen for many a day.

Just think how effective your window would look with this trim as a background and an attractive display of Hewetson Shoes for Children out in front. It will fit any window large or small, and it doesn't take a whole lot of fussing to set up. A few minutes and you have an attractive window that every passer-by will see.

It will form a splendid connecting link between our vigorous advertising campaign and your store. And the stronger the connecting link is, the bigger will your profits be.

This trim is adaptable to any size and shape of window. If your window is wide set the three pieces at the back of the window in a straight line. If your window is narrow and deep set the trim in a "V"-shape. Set it up any way and it is always attractive.

These attractive window trims cost us too much to distribute freely all over Canada. But we will be pleased to send one complete window trim to you if you will fill in and mail us the coupon below. We would also appreciate it if you would let us know how good a sales puller it proved.

HEWETSON

SHOES FOR CHILDREN

"Made Stronger to Wear Longer"

J. W. Hewetson Co., Limited

Shoemakers to Children

Brampton, Ont. and Acton, Ont.

Fill in and return this coupon
J. W. Hewetson Co., Limited,
Brampton, Ontario

Please forward to me one of your Hewetson Kidde Window Trims, which you will ship to me free of all charge. I agree to use it whenever convenient.

Name

Address

Date

E

E

Don't Miss These!

No. 8707—Women's Blucher Oxford Last No. 115, full double sole, Goodyear stitched, 10/8 flat heel, in all leathers.



Here are two additions to our popular lines which have already met with a wonderful reception. Neat and attractive in appearance and combining the best material and workmanship, they represent out-of-the-ordinary value. These models will go big all year round.

No. 8737—Misses' 6¼" Bal., Last No. 16, full double sole, Goodyear stitched, 8/8 Common Sense Heel, in all leathers.



Eureka Shoe Company
Three Rivers, P. Q.

E

E

More Business for YOU!

Compare These Prices

Heretofore, many people who have appreciated the advantages of the flexible McKay cushion sole shoe have been unable to purchase owing to the prohibitive price set by some manufacturers. With Hurlburt's it is different, as a glance at the prices given below will indicate. And Hurlburt's (distinguished by the

Musket and Bow and Arrow trade mark stamped on the sole) are guaranteed to be the finest children's shoes that selected materials and first class workmanship can produce.

Give your customers a real shoe at a price they can afford to pay—investigate the Hurlburt proposition now.

In stock for immediate delivery.



Process Patent. Trade Mark Reg'd

INFANT'S

Sizes 5 to 7½	Spring Heel	Nature Last
9352 Infant's Mah. Calf Blu. S.H.		\$2.60
9362 Infant's Glove Calf Blu.		2.55
9363 Infant's Glove Calf Butt		2.60
9372 Infant's Patent Blu.		2.55
9373 Infant's Patent Butt.		2.60
9963 Infant's Blk. Calf Instep Strap S.H.		1.90
9973 Infant's Patent Instep Strap S.H.		1.90

CHILD'S

Sizes 8 to 10½	Spring Heel	Nature Last
9252 Child's Mah. Calf Blu.		\$3.00
9262 Child's Glove Calf Blu.		2.90
9263 Child's Glove Calf Butt.		2.95
9272 Child's Patent Blu.		2.90
9273 Child's Patent Button		2.95
9863 Child's Blk. Calf Instep Strap		2.25
9873 Child's Patent Instep Strap		2.25
9874 Child's Patent Oxford Lace		2.40

YOUTHS'

Sizes 11 to 2	Slip Sole	
9150 Youth's Mah. Calf Blu.		\$3.95
9160 Youth's Glove Calf Blu.		3.85

MISSSES'

Sizes 11 to 2	Made with low heel	
9162 Misses' Glove Calf Bal. H.C.		\$3.85
9773 Misses' Patent Instep Strap		2.70
9774 Misses' Patent Oxford Lace		2.80
9152 Misses' Mah. Calf Bal.		3.95

THE HURLBURT CUSHION SOLE SHOE COMPANY

BARRIE - - - - - ONTARIO

Montreal Sample Room, Room 77, St. Denis Bldg., 294 St. Catherine East



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

Miner window trims and posters are real dealer helps. They help to sell Miner Rubbers and Tennis Footwear with "Boy Scout" and "Girl Guide" emblems on the soles.

This is a good way for you to increase your sales and profits.



F595—\$2.35



F780—\$3.35



F786—\$3.10



F582—\$1.85



F864—\$3.25



F859—\$3.85



F830—\$3.15



DESCRIPTIONS

F595 White Whipcord One Strap, Two Button, White Kid Trimmed, Side Cutouts Imit. Turn 12/8 Cuban Heel, B to D, code "Pola" .. **\$2.35**

F780 Black Satin One Strap, 16/8 Full Louis Heel, Leather lined, widths, A to D, code "Bab" **\$3.35**

F781 Same except 14/8 Full Louis Heel, code "Hattie" **\$3.35**

F786 Black Satin Wide One Strap, 9/8 Flapper Heel, rhinestone button, genuine turn, leather lined, widths, B to D, code "Clover" **\$3.10**

F776 As above except imitation turn code "Edna" **\$2.75**

F582 White Canvas Patent Trimmed One Strap, two button, imitation turn, 9/8 heel, widths B to D, code "Enid" **\$1.85**

F861 Black Satin with Suede Two Button One Strap, Side Cutouts, Imitation turn, 14/8 Jr. Louis Heel, widths, B to D, code "Pep" . **\$3.25**

F859 Black Satin One Strap, Suede Collar and Cut Out Tongue Turn, 15/8 Full Louis Heel, widths, A to D, code "Madlyn" **\$3.85**

F861 Black Satin One Strap, Suede Collar and Cut Out Tongue, Imitation Turn, 12/8 Cuban Heel, widths, B to D, code "Sylvia" **\$3.15**

F830 Black Satin Two Button, One Strap, suede trimmed, Imitation Turn, B to D, code "Rainbow" **\$3.15**

Send for Hannahsons News

Unusual Values and Service

HANNAHSONS Fashionable Footwear Novelties are unusual values—they represent a larger profit opportunity. And HANNAHSONS service is unusual too. Read what a Rochester customer writes us about HANNAHSONS service:

Rochester, Pa.

March 10, 1923.

Dear Sirs—We wish to thank you for the courteous way in which your firm has responded to our needs. It is indeed a pleasure to deal with people who take a personal interest in your merchandising plans.

We also wish to state that you should be proud of your representative Mr. White. Although I have only seen him twice we feel that he is exactly the type of a man to represent your reliable house.

Yours,

(Name on request.)"

When you establish a business relationship with HANNAHSONS your success is of vital interest to us.

HANNAHSONS SHOE CO.
HAVERHILL, MASS., U. S. A.

Manufacturers

A live, hustling representative for province of Quebec wanted, an experienced active salesman can form a very desirable connection with us.

CANADIAN REPRESENTATIVE
V. A. PEARSALL,
11 Fern Ave., Toronto, Ont.

In Stock **HANNAHSONS** In Style

**An Invitation
to visit
George Robinson's
New Headquarters**

**29
Victoria Square
Montreal**



A hearty welcome awaits the trade at our new headquarters, 29 Victoria Square.

Visiting retailers are cordially invited to make their stay with us while in the Commercial Metropolis, availing themselves of the facilities attached to our central location, and having their mail and parcels delivered at our address

This is just the personal end of the George Robinson kind of service.

GEORGE ROBINSON, LIMITED
MONTREAL

Nothing Like Them!

"HAPPY TOES"

*The Fast-Selling New Line
For Children*



No. 452 Pat. Bluc. Oxford as cut 11/2
\$3.00

No. 454 Brown Calf Bluc. Oxford as cut
11/2 \$3.00



No. 352 Pat. Bluc. Oxford as cut 8/10½
\$2.55

No. 354 Brown Calf Bluc. Oxford as cut
8/10½ \$2.55

**Mr. Dealer—HAPPY TOES are
selling big. There are profits
in it for you.**

Write us today

There is no doubt about the hit which the HAPPY TOES line has made. It has become, almost overnight, a leader among children's shoes. This by reason of the smart appearance of every model and the very evident superiority of material and workmanship. Long service is assured, and comfort for growing feet—two essential qualities in a child's shoe.

"HAPPY TOES" are made on a new McKay Welt process and are complete in all styles and sizes.



No. 350 Pat. One Strap as cut 8/10½
\$2.30

No. 450 Pat. One Strap with Heel 11/2
\$2.70

These three shoes in stock now for immediate delivery from factory

Scroggins Shoe Company

Limited

GALT

ONTARIO

Carried in Stock by GEO. E. BOULTER, 3 Wellington St. East, TORONTO, for Toronto dealers

Dalco



NO. 8213



NO 8153

The Last Word in Shoe Ornamentation



TUTANKHAMEN

SLIDE ORNAMENTS FOR ONE-STRAP SLIPPERS

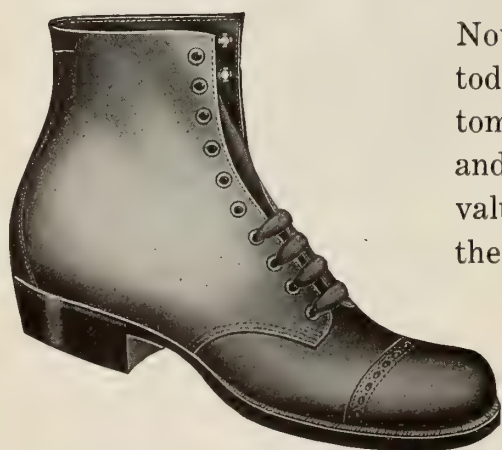
All the rage in New York—now introduced into Canada by us for the first time. Put them on display; your trade will surely buy. A wide variety of styles and colors at prices ranging from \$3.00 per dozen pairs to \$21.00 per dozen pairs. Order a sample assortment.

CANADIAN SHOES-FINDINGS-NOVELTY Company

2 Trinity Sq.
153 Peel St.

TORONTO
MONTREAL

When They Speak of Old-Time Values Show Them Hydro City Shoes



Now and then customers complain to the dealer that shoes today do not give the service they used to do. Those customers have never tried Hydro City Shoes. Solid leather and careful workmanship make them a dollar-for-dollar value that has never been surpassed. One pair sold means the continued patronage of the buyer.

We can make prompt delivery of all lines from stocks at 342 Richmond Street, London, or from Kitchener.

Make up your order and send it in today

HYDRO CITY SHOE MFRS.

KITCHENER

LIMITED

ONTARIO



Style Distinction

Myles Shoes are always popular because in design and quality they possess an atmosphere of distinction which makes an instant appeal to discriminating people.

The line embraces styles for every occasion, and profit possibilities to the dealers.

See Our New Designs

Myles

Shoe
Limited

Company
TORONTO

IN STOCK

For Immediate Delivery

2568	Ladies Box Veal Oxf. Lace, Low rubber heel, Flapper last, Robson's Chrome Tanned Stock	\$2.50
4571	Ladies Pat. 1 butt. with fancy ornament 14/8 Heel, Leather Insole 66 last, medium toe, our best seller this season	3.00
3541	Ladies Dongola one Button Cut Out, 14/8 Heel, 72 Last	3.00
2573	Ladies Patent 2 Button Strap, 66 last, 14 8 Heel, Fancy Buttons	3.20
771	Misses Patent Instep Strap, 3/4 Fox, White FS, Low Heel, Leather Insole and sock, New 74 Last	2.10
871	8-10 1/4 ditto Nature Last.....	1.80
971	4- 7 1/2 ditto	1.50
701	Misses Box Veal Instep Strap, 3/4 Fox, White FS, Low Heel, Leather Insole and Sock, New 74 Last	1.90
801	8-10 1/2 ditto	1.60
901	4- 7 1/2 ditto Spring Heel.....	1.35
700	Misses Box Veal Oxford, White FS, Low Heel, Leather Insole and Sock New 74 Last	2.00
800	8-10 1/2 ditto Nature Last.....	1.70
900	4- 7 1/2 ditto	1.45
750	Misses Chocolate Side Oxford, Stitched Imit. Welt, Low Heel, New 74 Last, Leather Insoles and Sock	2.00
850	8-10 1/2 ditto Nature Last.....	1.75
950	4- 7 1/2 ditto	1.50
751	Misses Chocolate Side Instep Strap, Stitched Imit. Welt, Low Heel, Leather Insoles and Sock Lining, New 74 Last	1.90
851	8-10 1/2 ditto Nature Last	1.60
951	4- 7 1/2 ditto Spring Heel	1.35

These are new goods. Some are ready now, balance about April 23rd. You can depend quality and value are RIGHT. Will gladly send samples by mail, or take back goods if not satisfied, but these are not an experiment. Terms 2% 10 days of net 60 days.

Weston Shoe Company Ltd.

Campbellford, Ont.



**There Is No Question!
that**

*"Every day in every way our business
is getting better and better"*

(with apologies to Mr. Coue)

because

The Trade realizes that buying seasonable novelties
and staple shoes from a reputable IN-STOCK
HOUSE affords them economic service and quick
turnover.

Specialty Wholesalers

Men's Women's Children's Shoes

CANADIAN SHOES LIMITED

"The House with a Policy"

TORONTO

Murray Shoe Co. in

The Judges have decided as follows, in our competition:
There were a great many entries, and it was very hard to
decide the prize winners, among so many excellent letters

FIRST PRIZE—\$50. Awarded to Mr. G. D. Humphrey, c/o Wm. Marsh Co., Quebec, P. Q.

1. One can get goods immediately, without having to wait one's turn at some overcrowded plant which takes one's orders, but is unable to get them out in the promised time.
2. When factories are rushing goods through, the goods cannot be, and are not made as carefully as they are during normal unrushed periods. The factory which makes goods during slack seasons and stocks them for the future is able to supply well and carefully made goods; and these are greatly preferable to the results of a rush order.
3. By being able to supply smaller quantities and a greater variety, the factory which carries a floor stock renders a greater service to the trade in general, and helps the buyer especially, as he can make a greater turnover with less capital.
4. The factory is paying storage charges which the buyer would otherwise be compelled to pay. Also insurance, depreciation, etc., must be remembered.
5. Floor stocks must necessarily be shoes of a staple style, and on a sensible last. Novelties lose value so quickly with the changes of fashion that no-one would dare to stock them in quantity. The stock carrying factory then has a great deal to do with the stabilizing of the shoe trade and the bringing back of prosperity. Then those who deal with such factories are indirectly but truly aiding themselves.
6. By making stock shoes during the slack season, work is provided for the employees who would otherwise be in desperate straits. This humanitarian side of the question would make the carrying of stock departments worth while even though no further profit were made by so doing. However a factory which works by starts and spurts loses great sums in overhead charges. These higher costs have to be passed on to the selling division of the trade and shoes are more expensive which means a smaller market for those shoes. Factories working steadily even though at no great profit can make shoes more cheaply than their "carry no stock" competitors, and their customers can get much greater value for their money.

SECOND PRIZE—\$25. Awarded to Archie B. Zacks, 424 George St., Peterborough, Ont.

1. The manufacturer who carries stock is between the manufacturer who does not carry stock on the one hand, and the jobber who buys goods from manufacturers for resale on the other hand. To the retailer the stock-carrying manufacturer combines the good points of the other two classes and eliminates many of the bad points of each of the other classes. The shoe trade has passed through a period of instability and conditions are not yet settled. Prices as well as styles are continually changing, and the careful retailer cannot buy a large quantity of any style, and take the chance of it proving a winner. On the other hand if he buys in small quantities, he cannot get more of the shoe before a month if it proves a good seller. In that time the demand for that particular style might fall off. Jobbers are in the same position as retailers in this respect. They also are dependent on the manufacturer, and rarely can the retailer procure the best selling lines from a jobber when he wants them. The manufacturer who carries stock is therefore the dependable man who can supply the retailer, because he is continually making goods for his In Stock Department, and can easily increase his production on any styles for which there is a great demand.
2. Knowing what sizes to buy is just as great a problem for the retailer as knowing what styles to buy. The retailer, unless he has unlimited capital, cannot buy in very large quantities. The average retailer therefore buys in 12 of 15 pair lots. He only gets about two pairs of the best selling sizes in buying 15 pair lots. He might sell the best sizes the first day after the goods arrive, and then finds himself with a broken line. By the time he fills in these sizes, other sizes will be sold out. Therefore, again the manufacturer that carries stock is the logical man for the average retailer to deal with.

MURRAY SHOE CO.

Stock Competition

3. If the retailer buys from a wholesaler he pays a middleman's profit. If he buys 12 or 15 pairs of a line, made up according to his own specifications, direct from a factory, he also pays a high price, because a manufacturer cannot make 12 or 15 pairs of one line cheaply. But a manufacturer making large quantities of shoes for his In Stock department can specialize on the shoes. Also, making such large quantities of every line, he can affect the economies of large scale production. Therefore the retailer can expect to be able to buy more cheaply from a firm that manufactures its own goods for its In Stock department.
4. Wholesalers as a rule do not have the best materials put into shoes made up for them, because if the shoes do not give service their reputation is not hurt. If I buy a line of shoes from a wholesaler which I know were made by the Blank Shoe Mfg. Co., and the shoes do not give satisfactory wear, I will not stop buying from the wholesale house, but I will stop buying Blank's shoes. On the other hand if I buy from a manufacturer and his shoes do not give satisfaction, I cease buying from him altogether. But the manufacturer carrying stock usually sells his goods with his name or trade mark stamped on them. Such a manufacturer will try to put honest materials and workmanship into his product, in order to have the consumer come back for his shoes.
5. The manufacturer that does not carry stock obviously cannot issue a catalogue. The wholesaler, constantly changing his lines and sources of supply, cannot issue one either. But the manufacturer who carries popular lines in stock can and should issue a catalogue regularly. Such a catalogue is a great help to the retailer. He can order lines for which there is a demand, without having to wait for a traveller, and he can take orders for special pairs by showing the customer the styles of shoes illustrated in the catalogue. By ordering regularly from a catalogue, the retailer can keep his capital investment and stock down to a minimum, keep his shelves clean of obsolete styles and odd sizes, and can make a larger profit because he is always buying at current market prices.
6. It is safest to buy from a manufacturer who carries stock. He will put into stock only those shoes that have been proven as good popular sellers. He will not stock so called millinery shoes, which change in style so frequently. The retailer can buy from such a firm and have confidence that the shoes will sell, and such confidence at the present time means a great deal.

THIRD PRIZE—\$10. Awarded to S. H. Ingram, c/o Yale Shoe Store, Albert, Sask.

1. The factory that produces, and has an in stock service of the best sellers, naturally sells more shoes, thereby increasing factory production, which in turn decreases total cost per pair. Therefore the manufacturer is in a position to produce a better shoe at a smaller cost, of which advantage the live retailer is ever ready to grasp.
2. The merchant that buys from the factory that stocks the best sellers, thereby reduces his overhead, risk, and increases sales. Therefore he does more business, and makes more profit.
3. It is an indisputable fact that volume of business is the key to cheaper production. Therefore the merchant that stocks the best sellers can rest assured that he has bought a better shoe for less, which will undoubtedly place him to an advantage over his competitors. The quality and economical price gained by the merchant is in turn taken advantage of by the people, which goes to build up, and make a more flourishing business.
4. The merchant's investment is not so large, as he can size in whenever necessary, thereby keeping his investment, and stock turning at all times, and end the season with clean shelves.
5. If it is a case where a merchant wants stock immediately, and we did not have a manufacturer giving us that valuable in stock service, with all due respect to the jobber, which is a man that deserves our support to some extent, we would have to resort to his convenient service. Therefore we would be paying a margin of profit on his investment, which margin each merchant should endeavor to give to his customers.
6. In case of defective goods, or an adjustment being desired, it is more quickly obtained when bought direct from the manufacturer, as there are only two parties involved, as against three when bought from the jobber.

The other prize winners were as follows:

H. G. Lunney,	260 Yonge St.,	Toronto, Ont.	Jas. E. Willis,	-	Seaforth, Ont.
A. L. Wright, c/o Amherst	Boot & Shoe Co., Box 448,	Amherst, N.S.	E. F. Lavigne,	-	Orillia, Ont.
A. J. Chessum,	184 Main St.,	Toronto, Ont.	Mort. L. Levy,	260 Yonge St.,	Toronto, Ont.
V. E. Taplin,	226 Yonge St.,	Toronto, Ont.	J. E. Thompson,	c/o Hudson Bay Co.	Lethbridge, Ont.
H. L. Hopkins,	c/o Saba Shoe Store, 201 Yonge St.,	Toronto, Ont.	D. A. Gibson,	-	Portage La Prairie, Man.
Geo. J. Ree,	c/o W. H. Mack, 344 Bleury St.,	Montreal, Que.	Jas. Welch,	c/o Welch & Dow	Boisbavain, Man.
Geo. McVicar,	-	Goderich, Ont.	Fred. W Horne,	c/o T. Jack Co.,	Ft. William, Ont.
C. C. Spencer,	-	Midland, Ont.			

We thank all those entering this competition for the interest they have shown.

Limited, LONDON, ONT.

NOW is the time to place your order for

NON-RIP SANDALS

Brown Leather

Infants	3	-	7½	...	\$.80
Childs	8	-	10½	...	.95
Misses	11	-	2	...	1.10
Womens	2½	-	7	...	1.40
Mens	5	-	11	...	1.65



Patent Leather

Infants	3	-	7½	...	\$1.10
Childs	8	-	10½	...	1.25
Misses	11	-	2	...	1.40
Womens	2½	-	7	...	1.75

PHILIP JACOBI

Shoe Store Supplies

5 East Wellington St. Toronto, Canada

Montreal Branch 153 Peel Street



SHOE POLISHES, CLEANERS, CREAMS AND DYES
FOR EVERY SHOE REQUIREMENT



LION BRAND SHOE POLISHES

Guaranteed to give satisfaction

An attractive margin on every sale

Special discount on quantities

Order from your wholesaler or direct

Manufactured
by

LION POLISH CO., LIMITED, 525 West King Street, Toronto, Ont.





Stock No. 10 Russia Calf Oxford, Andover Last
Stock No. 12 Gun Metal Calf Oxford, Andover Last

C and D widths

Price \$4.75

Terms Net 30 Days

For three pairs or less an extra charge of 15 cents per pair

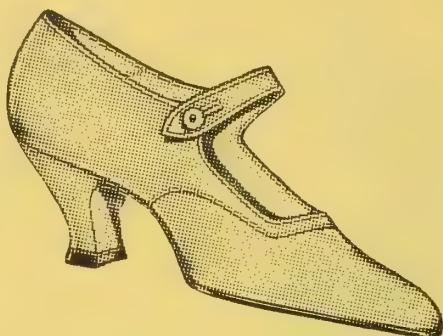
IN STOCK

Because of the increased demand for the Andover last, a snappy style for young men, we are carrying these two lines of oxfords IN STOCK.

They are really remarkable value, and quick sellers.

Prompt shipment of orders.

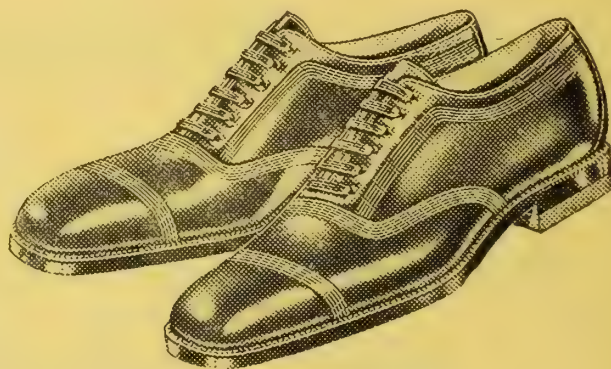
The Talbot Shoe Co., Limited
 St. Thomas :—: Ontario



The above design is in Black Satin \$3.15, Black Kid \$3.00, Patent Leather \$3.25. The same pattern will be in stock May 1st in Black Suede, patent vamp with brocade quarter, both covered heels, price \$3.75.

At Your Service

When you satisfy yourself that the shoes you think of purchasing are correct in style and will give reasonable service, the one important thing is, are they in stock. It is our aim to see that the instock proposition is properly looked after. We cannot say how long these will remain in stock, but we can say that the lines mentioned on this page are now ready to be shipped at a moment's notice.



We carry this beautiful pattern in gunmetal calf and brown calf, with $\frac{1}{2}$ rubberheel, price \$4.60, the same in highest grade patent leather, price \$5.25.

Do not forget that apart from these lines we carry a full range of every day staple shoes, also a superb line of white footwear, and a strong range of oxfords at medium prices.

Our Salesmen are now out. It will pay you to wait for them.

The H. W. Pearson Shoe Co., Limited
84 Wellington St., West, TORONTO

WILSON MARK
TRADE SEWED

Stamp on the Sole

—Your Guarantee

FOUR years of sales-demonstration have proved that the Wilson Sewed mark, stamped on the sole, is the retailer's sure safeguard against returns, adjustments, and dissatisfaction.

Let the customer know it is also your guarantee that the shoe combines comfort, style, and lightness with shapeliness that will endure. No slack linings, no soft toe-boxes, no tacks or waxed stitch-ridges under the wearer's foot.

Wilson Sewed shoes represent the greatest fundamental improvement in shoemaking for women since 1877. Use them for the benefit of your business.

To Manufacturers

USMC Machines and Service
are guaranteed to
new Wilson Sewed Licensees

Made only by licensed Manufacturers. Look for the
Wilson Sewed mark
on the sole

Address all Inquiries

Wilson Process Incorporated
Canadian Pacific Building
City of New York



Mark Twain was once asked to talk about "The Weather" at a banquet of the New England Society of New York.

And Mark Twain created an immortal fable when he suggested that New England newspapers could save a lot of bother, disappointment, and typesetting if they would use the following stock prognostication to fit all occasions.

"Probable nor'east to sou'west winds, varying to the southard and westard and eastard and points between; high and low barometer, sweepin' round from place to place; probable areas of rain, snow, hail, and drought, succeeded or preceded by earthquake with thunder and lightning."

For a long time the makers and retailers of shoes and the women who buy their offerings have been waiting for some Mark Twain to do something like that for the shoe business—give the world a formula for making shoes to fit all occasions.

Without assuming Twain's privilege of exaggeration, this column of informalities makes a prognostication based on four years of demonstration—that Wilson Sewed shoes, stamped on the sole, will go right on saving dealers and wearers more bother and disappointment than any other type of light, airy shoe made by older methods—regardless of the weather.

Manufacturers have no "seasonal" worries with the Wilson Sewed process. The same plant can make shoes for all styles and seasons.

Dealers have found Wilson Sewed shoes easy to sell because my wife and your wife and George W. Everyman's daughter appreciate the advantages of a light, stylish, tackless shoe which adorns the foot and yet gives practical, sturdy, damp-resisting service for street wear without losing its shape.

We can say it better with photographs. Just scribble your address and we'll send you Booklet B, illustrated. H.L.A.

Nursery Well

PROCESS PATENTED 1923

Double Sole

"For Children:
Two Soles Are
Better Than
One." . . .

Fast Color Eyelets

Kendax Moisture
Proof Sock Lining

Best Quality Lining

Fine Grade Upper

Lining and Upper snugly
lasted into shoulder of in-
sole and stitched through
channel.

Insole solid all the way
through, making it the
easiest shoe on the
market to resole.

First Quality
Oak Tanned Outsole.

No filling between the
soles to form lumps
to hurt the foot.

Insole of Solid Oak Tan;
remains flat, smooth and
in place until shoe is worn
out. No tacks or nails to
touch foot.

Fine Grade Upper

Best Quality Lining

Kendax Moisture Proof Sock Lining

Insole of Solid Oak Tan; remains flat, smooth
and in place until shoe is worn out. No tacks
or nails to touch foot.

First Quality Oak Tanned Outsole.



The Nursery Shoe Co.
Limited

ST. THOMAS, ONT.

THE PARK

**IN STOCK**

903 Black Calf, C. and D.
Widths, sizes 5 to 11.

923 Mahogany Calf C.
and D. Widths, sizes 5-11

Leaders in Style and Quality

ASTORIA shoes are designed exclusively for the best men's trade.

Everything the well dressed man wants, is incorporated in these shoes. In style (they are the acknowledged leaders) in quality (they are made **only** from the market's finest leathers). Their perfect fit is accounted for by the exceptional care taken throughout every stage of their manufacture. The wide variety of lasts and patterns assures complete satisfaction for every type of customer.

Your order will receive prompt attention.

SCOTT McHALE LIMITED
LONDON, CANADA

THE
Astoria
SHOE

TAILOR MADE FOR PARTICULAR TRADE



Humberstone Oxfords are made to give the same satisfaction and service that have made the Sandals famous.



The Season is Coming for Big Sandal Sales

Humberstone Non-Rip Sandals are old favorites and every year, as warm weather rolls around, the sales increase by leaps and bounds.

NON-RIP Reg'd SANDALS

Humberstone Sandals are "non-rip" in fact as well as in name. Only the strongest leather is used and they are carefully sewn and reinforced. They come in Black, Brown and Tan.

Be sure and specify this brand when ordering from your jobber.

Humberstone Shoe Co. Ltd.
Humberstone — Ontario

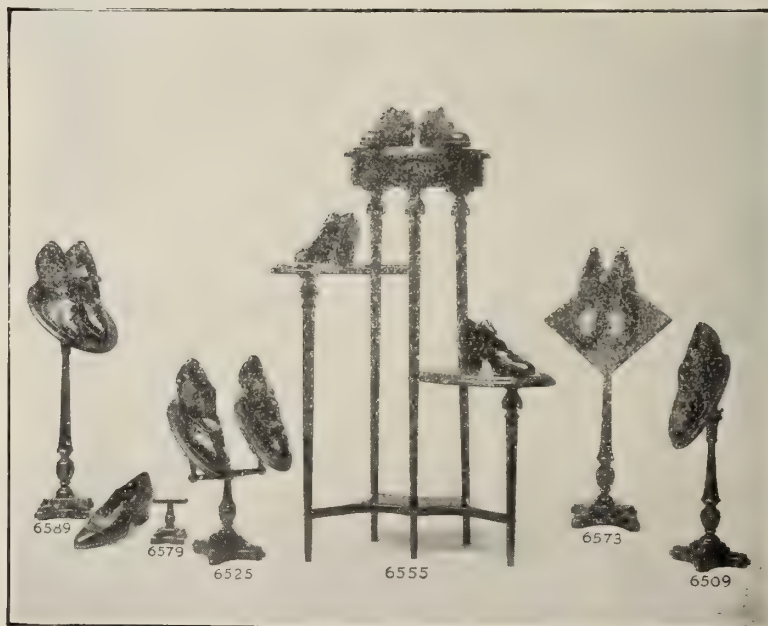
DALE DISPLAY FIXTURES

The Saleability of Goods
is increased

When they are Displayed
on Fixtures of
Striking Quality

Let
Dale Display Fixtures
be your
Additional Salesmen

Manufactured by Canada's
Leading Display Fixture House



Dale Wax Figure Co., Limited, Toronto, Canada
CANADA'S LEADING DISPLAY FIXTURE HOUSE

Montreal: P. R. Munro, 520 New Birks Bldg.

Vancouver: E. R. Biollert & Son, Mercantile Bldg.

Winnipeg: O'Brien Allan & Co., Phoenix Block

**Establish and Hold
Your Trade by
Stocking**

Chums
REGISTERED

**Real Shoes for
Boys and Girls**



Growing Girls Oxfords, sizes 5½ to 7, in Patent, Kid, Gunmetal, Mahogany and Black Calf.



Growing Girls Low Heel Oxford Wide One Strap and Buckle. Gunmetal Calf or all Patent.



Patent Ankle Strap or Mary Jane, in the range from Children's size 3, to Misses, size 2.



Colonial Oxford for Growing Girls. Patent with Tongue underlay in Grey.

CHUMS' shoes are the result of years of specialized effort on footwear for Boys, Girls and Children. They are all carefully designed and constructed to ensure the proper development of growing feet up to their maturity. Nor has appearance been sacrificed, for Chums shoes are the neatest to be found. Quality, too, is there in both material and workmanship. Children's sizes 3 to 10½ are stitchdown welts. Misses', youths', boys' and growing girls' are of genuine Goodyear welt² construction.

Make use of our In-Stock Department. It offers you a wide range for immediate shipment.

Send for Catalogue.

**Made in
Canada**
—by

Charles A.

AHRENS
Limited

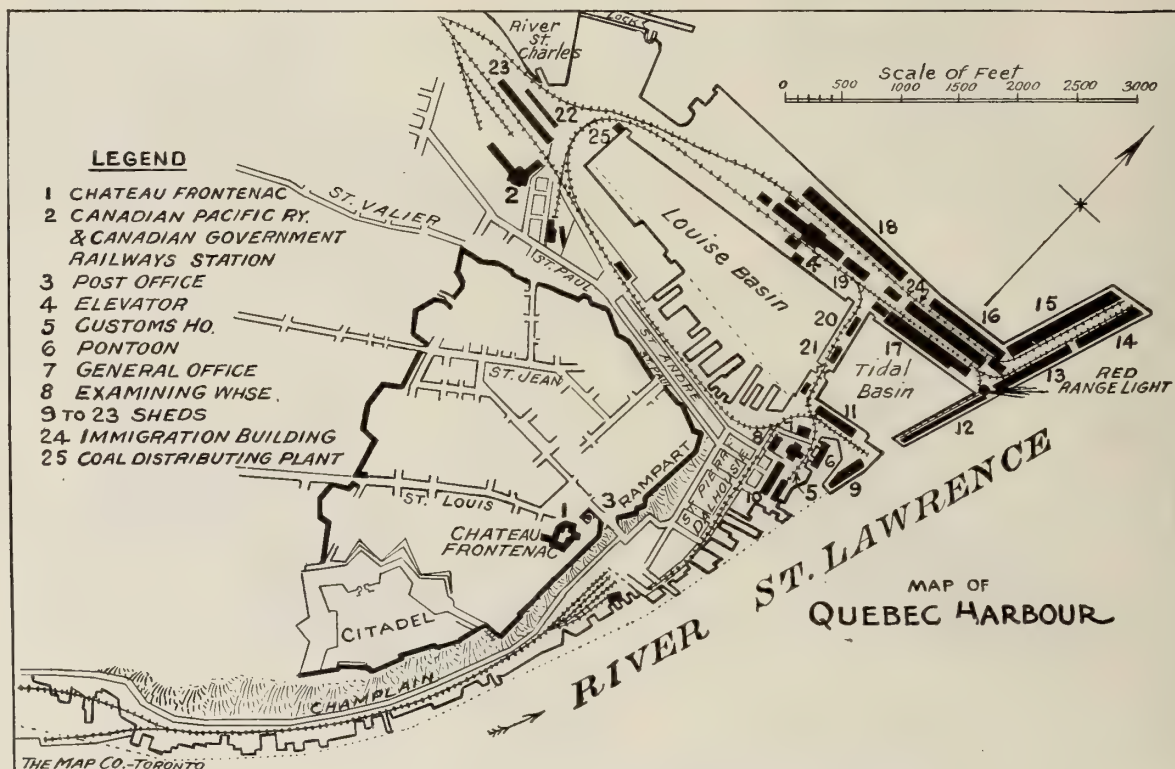
KITCHENER, ONTARIO

CITY OF



QUEBEC

The Ideal City for Industrial Location



Port Statistics—Imports 1921	26,663,862
Port Statistics—Exports 1921	28,799,768
Port Statistics—Duty Collected 1921	4,772,693

NEAREST SEAPORT TO THE CANADIAN WEST

Quebec is the nearest seaport to the Canadian West, and its natural outlet. The following is a table of distances by rail.

Quebec to Sydney	862 miles	" " Buffalo	608 "
" " Halifax	698 "	" " Detroit	737 "
" " St. John	561 "	" " Chicago	1020 "
" " Portland	319 "	" " Winnipeg	1350 "
" " New York	557 "	" " Ft. William	1160 "
" " Boston	498 "	" " Armstrong	959 "
" " Montreal	173 "	" " Cochrane	574 "
" " Ottawa	284 "	" " Duluth	1211 "
" " Toronto	507 "	" " Chicoutimi	227 "

EXCEPTIONAL ADVANTAGES TO THE MANUFACTURER

The City of Quebec offers unusual advantages to manufacturers. It has ample electrical power at reasonable rates. It provides a good class of steady labor, and has nine railways entering it with six miles of deep water front. Population is 110,500 and value of assessable property \$120,540,965.00.

FOR LOCATION INQUIRE ABOUT QUEBEC

Manufacturers desiring any information as to sites and advantages, please apply to

CITY CLERK, CITY HALL



How To Increase Your Net Profits

Present conditions in the retail footwear trade point directly to this fact:—

The retail merchant to be successful
MUST conduct his business so as to
ensure quick turnover of stock.

The retail merchant who carries DOMINION rubbers and FLEET FOOT shoes—lines backed with a consumer demand created by national advertising and supported with ample stocks in the Dominion Rubber System service branches for prompt sorting—is on the surest and safest way for securing:—

- (1) Quick turnover
- (2) Low shrinkage of stock value
- (3) Substantial net profit

That is why **yours** should be a Dominion Rubber and Fleet Foot store.

Dominion Rubber System Limited

Head Office: Montreal

Service Branches at:

St. John, N.B.
Halifax, N.S.
Montreal, Que.
Quebec, Que.
Ottawa, Ont.
Toronto, Ont.
Belleville, Ont.

Hamilton, Ont.
Brantford, Ont.
Kitchener, Ont.
London, Ont.
Windsor, Ont.
North Bay, Ont.
Ft. William, Ont.

Winnipeg, Man.
Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.
Lethbridge, Alta.
Edmonton, Alta.
Vancouver, B.C.
Victoria, B.C.



TILLEY'S REGENT

In Black, Tan, Brown, Mahogany and Ox Blood. Does not stain the hands. \$1.10 per doz.

Patent Leather Cream. A polish preservative for all enamel leathers. Black and White, two sizes, in opal jars—\$1.50 and \$2.25 per doz.

NUBLACK

Absolutely a waterproof polish and stain. Showcard in each box. \$1.00 per doz.

SUEDE POWDER

Most successful renovator for suede shoes, black and all new season's shades. \$2.00 per doz.

Tilley's Black Stain Dyoline will produce a permanent jet black on any colored leather. \$1.75 per doz.

Tilley's Shoe Dressing will soften and preserve the leather. Lengthens the life of the shoe. \$1.25 per doz.



Stock "Tilley's" for Satisfaction and Profit

The Tilley range consisting of Polishes, Dressings and Pastes, is complete in every sense of the word. There is not a shoe for any season for which Tilley cannot supply just the correct preparation.

Tilley's, with its firmly established reputation, is the line for you to handle.

MADE IN CANADA

Chas. Tilley & Son
Limited
Leather and Shoe Store Supplies
90 Richmond St. W.
Toronto

Manitoba Agency:
G. WHEELER & CO.,
128 Princess Street, Winnipeg

PIED PIPER



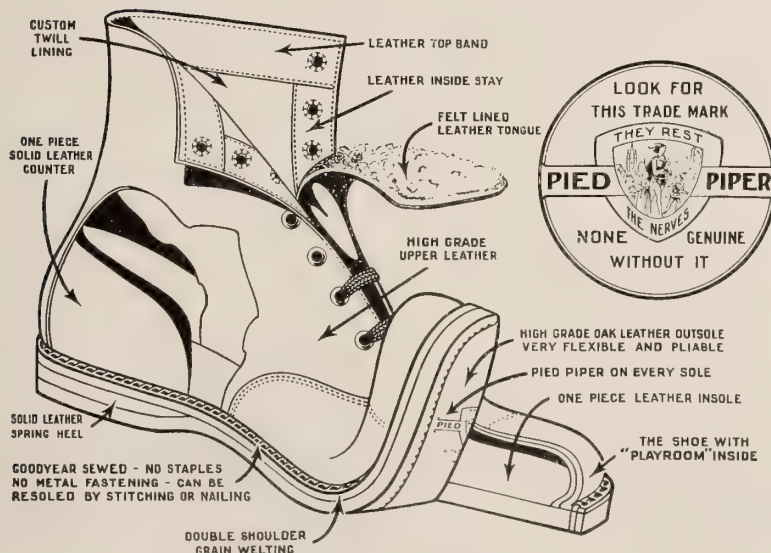
Pied Piper Shoes are bound to be popular because they embody the three things parents demand in children's shoes—wear, flexibility and appearance. Pied Piper Shoes are made of high grade leather, and by a patented process—no nails or metal fasteners. They are attractive in design and have plenty of “playroom” inside. They are a distinct economy. One pair sold will sell two more pairs for you, everytime.

The Shoe with “Playroom” Inside

The Pied Piper Advertising Campaign is about to start, carrying the message of Pied Piper Economy into more than half a million homes each week, pointing out to parents the common sense of purchasing Pied Piper Shoes for children—emphasizing wear, flexibility and appearance. A good shoe, for which there is genuine public demand, means increased volume and satisfactory profit to retailers.

Salesman or samples on request.

SHOWING CONSTRUCTION OF PIED PIPER SHOES FOR CHILDREN



Chas. Tilley & Son, Limited

Exclusive Distributors for Ontario - - 90 Richmond St., W., Toronto

Manitoba Agency: G. WHEELER & CO., 128 Princess St., Winnipeg, Man.

We say it, knowing it to be true— “The Finest Ski Boot Made”

Every sportsman has his favorite equipment, and will argue its merits wherever the opportunity arises; but there is one point on which all ski-ers are agreed—the superiority of the shoe shown below.

For more than twelve years—in fact ever since we first put it on the market—this shoe has held first place among followers of King Winter's most thrilling sport.

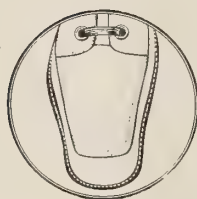
Here is an instance where it will surely pay you to sell the best. Let us send you samples and prices.

DAOUST, LALONDE & CO., LTD.

45 to 49 Victoria Sq.

MONTREAL, QUE.

BRANCH: The Metropolitan Shoe Co., 91 St. Paul St. E., MONTREAL



Note the special-shaped sole to hold the irons of the skis, which prevent the boot from slipping; also the feature toe which is exclusive in this type of shoe.



ST. HYACINTHE.
CANADA.

"SQUARE WEAR"



THIS snappy little One Strap gives you an idea of the type of shoe which makes up the Yamaska line.

Sixty years of good shoemaking ensures it being exactly right from the standpoints of materials and construction. Specialized methods of manufacture and the fact that we sell the retailer direct, accounts for its outstanding value.

Let us forward samples for your inspection.

Yamaska
Staples
for
Value!

La Compagnie J. A. & M. Cote
ST. HYACINTHE, QUE.

Women's Patent Sandal

1 Strap
 1 Button
 Front Strap
 Grey Suede trim
 Three openings on vamp
 Three openings on quarter
 Patent Inlay
 Cello $\frac{1}{2}$ Louis



This shoe can be made in a variety of combinations

Novelties—

For a diversified range of attractive footwear models, we doubt if there is anything to equal our new lines. They present a matchless combination in novelty of material, make-up and specialized workmanship.

The wide-awake retailer will recognize in the new Dufresne & Locke lines a means of attracting the more desirable and profitable trade. Then, too, the unusual variety of styles makes it an easy matter for the dealer to decide upon just what will suit his particular clientele.

DUFRESNE & LOCKE

LIMITED

MONTREAL

-

QUEBEC



Chosen by Players from Coast to Coast

The close of every hockey season finds Samson hockey boots held in higher esteem by both those who wear them and those who sell them. Leading players in the hockey world choose them for their strength and comfort, and because their superior fit gives the foot every support. Besides, they outlast all others.

Let us send you samples for inspection. The first order will convince you that Samson Hockey boots are a profitable line to carry. Write us today.

J. E. SAMSON ENR

20 Arago Street

Quebec, P.Q.

A.L. GAMBA 46 Dean Street,
London W.1 & Milan

Agent for Canada:—
A. J. Machin
237 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoo,"
Ox. London

Gamba's
Famous Milan Toe Ballet Shoes

FOR OVER 20 YEARS
Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.
The position of Toe Dancing in England today
is Testimony to their Excellence

A. Barker & Sons, Ltd.

Reliable Boot Makers,
Earls Barton
Northampton

Established Since 1880

Speciality— Goodyear Welts in Men's
and Ladies' Medium and
Best Qualities.

Agencies— Being Desirous of Re-
Opening the Canadian
Trade (stopped since the
War)

Reliable Agents Wanted

Cable Address: Barkers Earls Barton.

Code: Marconi and Bentley.



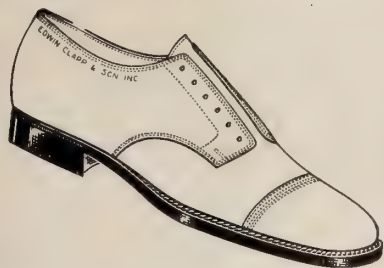
"Footgloves"

Smart appearing, perfect fitting, comfortable footwear that bears a name long popular in England, they are now being offered to the Canadian trade. "Footgloves" make an irresistible appeal to women of good taste who find in them the complement of their every costume. They are the product of one of Britain's finest factories and are backed by a reputation which is known throughout the Empire.

On display they will bring the best class of trade to your store.

John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
ENGLAND

Canadian Representative:
A. J. Machin,
327 King St. East,
Hamilton, Ont.



The "Archway"



The "Archway"

The Edwin Clapp "Flexile" shoe for men—
A corrective shoe that is an unqualified
success—

Edwin Clapp & Son Inc.

Established 1853

East Weymouth — Mass.



YOU'LL like these sturdy, well made, good looking shoes—and so will your customers. You'll like the easy way they sell and the time they save in getting the correct fit. And your customers will like the extra good value they offer.

With Spring almost here, it would be wise to let us have your order now. Standard Screwed Shoes in Men's, Boys', Youths', Little Gents', and Children's. McKay Sewed Shoes in Men's, Boys', Youths', Little Gents', and Children's.

A. A. COTE & SON LIMITED

ST. HYACINTHE, QUE.

**BETTER
WORK**

VICTOR

**BIGGER
PROFITS**

SHOE REPAIRING MACHINERY

Before purchasing new equipment, there are some facts that every shoe repairman should know. First—the only factory type machines on the market that are sold outright without royalty, are VICTORS. The first cost is the only cost. In the case of the Victor Model K Stitcher, we have a machine that is unique in the shoe repair trade. It is the only stitcher built especially for shoe repairing. Another fact to remember is that the Victor line is complete—you can outfit your shop to make it 100% efficient—and then pay on easy terms.

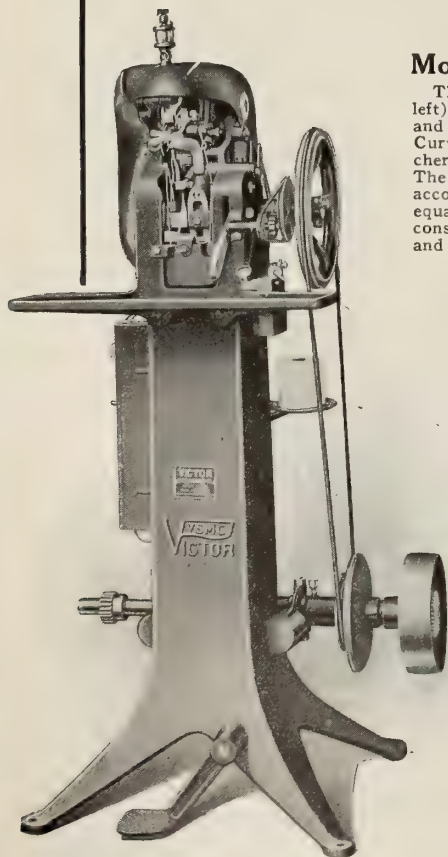
Investigate these two machines

VICTOR Model "K" Stitcher

This machine (shown at left) is the most compact and sturdy Electric Heated Curve Needle Out-Sole Stitcher it is possible to buy. The quality of the work it accomplishes has never been equalled. It is simple in construction, easy to operate and economical to maintain.

VICTOR Rough Rounder and Channeling Machine

Conceded by the foremost men in the trade to be the greatest money-making machine on the market. Simple, compact and durable. Enables the operator to do the same high class work as the original factory production.



VICTOR SHOE MACH'Y COMPANY

1-11 Willow St. Lynn, Mass.

CANADIAN JOBBERS:

C. Parsons & Son, Ltd.,
79 Front St. East, Toronto

Kieffer Bros.,
93 Prince St., Montreal, Que.

H. W. Upham,
Moncton, N.B.

Write for catalog.

ROUGH TRIMMED
AND CHanneled
ON
THIS MACHINE

Footwear

in Canada

Member Audit Bureau of Circulations

57 per cent. more net paid circulation;
67 per cent. more paid circulation among
retail shoe dealers and repair shops,
than any other shoe paper in Canada.
See Reports Audit Bureau of Circulations
Subscription records available to prove above

VOLUME XIII

APRIL, 1923

Number 4

IN THIS ISSUE READ

Ackerman & Son, B. F.	82
Ahrens, Chas. A.	31
Aird & Son.	8
<i>Are You Prepared for a Big Season in White Shoes?</i>	63
<i>Are We in Need of More Specialties...</i>	101
<i>A Repair Shop that Does Credit to the Trade</i>	74
Baby Shoe Company	6
Barker & Sons Ltd., A.	40
Beckwith Box Toe Ltd.	84
Braunstien, Peter	9
Breithaupt Leather Co.	93
Canadian Shoes-Findings-Novelties Co.	18
Canadian Shoes Ltd.	21
Clapp & Son Inc., Edwin	41
Clarke & Co., A. R.	91 95-114
Clatworthy & Son Ltd.	82
Columbus Rubber Co., Ltd.	3
Cote, J. A. & M.	37
Cote & Son, A. A.	41
Consolidated Rubber Co.	33
<i>Caulking the Leaks</i>	65
<i>Credit Situation in the Shoe Trade</i>	92
Dale Wax Figure Co., Ltd.	33
Daoust Lalonde & Co., Ltd.	36
Dufresne & Locke	38
Edwards & Edwards	102
Eureka Shoe Co.	12
Everett & Baron	81
<i>Editorial</i>	45
Franklin Machine Co.	111
French Beading & Novelty Co.	81
Fortuna Machine Co.	81
<i>Footwear Fashions</i>	48-57
<i>Footwear Accessories</i>	69
<i>Footwear Findings</i>	78
Gamba, A. L.	40
Galt Shoe Mfg. Co. Ltd.	10
Getty & Scott Ltd.	5
Gutta Percha & Rubber Mfg. Co.	109
Globe Shoe Co.	113
<i>Greater Refinement in Men's Shoes</i>	46
Halford Pub. Co.	81
Hannahsons Shoe Co.	15
Hewetson Co. Ltd., J. W.	31
Hinde & Dauche Paper Box Co.	111
Humberstone Shoe Co.	30
Hurlburt Cushion Sole Shoe Co.	13
H. W. Steel Shank & Specialty Co.	112
Hydro City Shoe Mfrs.	18
<i>Invading the High Rent District</i>	58
<i>Is Shoe Retailing To-day a Gamble or a Scientific Business</i>	62

Jacobi, Philip	21
Kenworthy Bros.	90
King Bros. Co. Ltd.	110
Knox & Co., Jos. E.	98
Landis Machine Co.	82
La Duchesse Shoe Co.	81
Lawrence Leather Co., A. C.	88
Lane, W. A.	96
Levine Leather Co.	110
<i>Leather Industry is on Sound Basis</i>	85
<i>Latest Developments in Mechanical Equipment for Shoe Factories</i>	86
<i>Leather Production in Canada</i>	87
McDowell & Lincoln Ltd.	104
Miner Rubber Co.	14
Murray Shoe Co., Ltd.	22-23
Myles Shoe Co.	19
<i>Montreal Shoe Superintendents Ball</i>	105
New Castle Leather Co.	112
Nursery Shoe Co.	28
Oscar Onken Co.	79
Panther Rubber Co.	2
Parisian Beading Co.	111
Pearson Shoe Co.	26
Perkins & Bird	44
<i>Portrait Gallery of Canadian Shoe Manufacturing & Leather Industry</i>	99
Quebec, City of	32
Robinson Ltd., Geo.	16
Robson Leather Co.	100
<i>Reaping Profits from Side Lines</i>	70
Samson, Enr., J. E.	39
Scholl Mfg. Co.	7
Scott & Co., John	40
Scott, McHale Ltd.	29
Scroggins Shoe Co.	17
<i>Status of Canadian Tanning Industry</i>	89
<i>Some French Ideas in Shoe Design</i>	91
Talbot Shoe Co.	25
Tetrault Shoe Mfg. Co.	4
Tilley & Son	34-35
<i>Trend in Footwear Design</i>	47
<i>Toronto Repairers' Banquet</i>	77
United Last Co., Ltd.	106
Universal Shoe Machinery Co.	108
United Shoe Machinery Co.	80
U.S. Hotel	112
Vaughan, Geo. C.	107
Victor Shoe Machinery	82
Weston Shoe Co.	20
Wilson Process Incorporated	27
<i>Will "Goloshes" Sweep the Country Next Year</i>	61

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO

97

of Footwe
and allied li
are sold on t
recommenda
of the Ret
Mercha
In the eye
the Consum
he is respons

A great many manufacturers have paid a big price to learn the power of the retail merchant

Your Walk in Life

“GO-WELL” BOOT

MAKES WALKING A PLEASURE

*Gowell productions are superior
Over ALL other brands of Footwear,
Whether for Ladies or Gents, for
Everyday wear, leisure or sport,
Life's walk, they make a pleasure.
Let YOUR clients enjoy it.*

**WELTED
STANDARD SCREW AND STITCHED
MACHINE SEWN**

Manufacturers

PERKINS & BIRD

**IRTHLINGBOROUGH
NORTHAMPTON**

Code:
Marconi International

ENGLAND

AGENTS WANTED



With the Editor



Unseasonable Weather has Delayed Demand —But Not killed it

The weather just preceding Easter has been terribly disappointing to shoe merchants almost throughout the length and breadth of Canada. Snow flurries and low temperatures which fierce and blustering March winds seek to blow into the marrow of one's bones don't provide the ideal setting for an Easter rush.

But after all Easter is only one opportunity. It's not that tide which, in the affairs of merchants, "taken at the flood leads on to victory," and which, neglected, dooms "all the voyage of their lives to shallows and to miseries." There are many more to come. When the fine weather eventually arrives and the goloshes are cast aside, the girls must buy new shoes. Many of them have been carrying along with shoes which, unprotected, could not be used for street wear, and, in any case, even supposing the shoes they have been wearing inside the goloshes were good shoes at the beginning of the season, they will have suffered severely in style and appearance. The spring sunshine has a way of showing up shabbiness that will soon take effect to the advantage of the shoe merchant. The trade waits on the weather, and the weather will come.

Canadian Business Methods Must Conform to Canadian Conditions

One reason why there has been a style reaction in the Canadian shoe trade is undoubtedly due to the fact that we have been trying to play the novelty game as it is played in the United States. But because certain merchandising methods are successful in the States provides no guarantee that they will prove equally successful in Canada. The conditions are different and therefore it cannot be expected that the same policies will work satisfactorily.

In the first place, the States has larger cities with more cosmopolitan populations and there is therefore a wider variety of tastes to cater to. Costumes that attract no attention at all on Broadway would create a small riot on Portage Ave. or Yonge St. The element of our population that demands freakish novelties is not nearly so large proportionately as it is across the line.

Another very important factor that has to be taken into consideration is the weather. Our climate is our own and it is not exactly duplicated on any other part of the globe. This Canada of ours is a cold country, comparatively speaking. Our summer is but a short three months, generally, while winter starts in November and sometimes lingers in the lap of April. The time for selling fancy sandals and the like is in the real hot weather, of which we average about two months. In the States, it is different. They have a wide variety of climate and being in a more southerly latitude their summers are longer. Down Baltimore way, the countryside was beginning to bud early in March, and one shoeman tells us of a friend of his who was travelling in Virginia some weeks ago and found the weather so warm he could not sleep on board train with the covers on. These conditions radically affect the demand for all kinds of wearing apparel. Almost the year 'round from some part of the country comes the demand for fancy turn footwear, beginning with the southern beaches in January and February.

But here in Canada, as we have said, our circumstances are not the same, and we must not attempt to run our business as if they were. Let's forget about Broadway, and the Loop, and the Beaches, and let us build up a shoe industry to cater to the needs of Canadians.

Corrective Footwear as a Stabilizing Element in the Shoe Business

Some of the most wide-awake shoemen in the country are making a feature of corrective types of shoes—largely because they form a stabilizing element in the business. Depreciation of this kind of footwear is practically negligible. The stock is worth as much a year from now as it is to-day, unless it is affected by some changes in the market.

Furthermore, once a demand for corrective footwear is worked up, it is continuous. Nine times out of ten, the customer who once experiences the comfort of a pair of nature-shaped shoes, properly fitted, will never again be satisfied with anything else. Treat him right the first time, and you have a friend for life.

Greater Refinement Features Trend in Men's Shoes

Heavy Perforations no Longer Shown—No Extremes—Stitchings Largely Used for Decorative Purposes—Colors are Lighter and Smooth Finishes Lead in U.S. Samples—French Lasts Still Shown—Tendency Toward Wider Toe—Low Shoes Away Ahead

"We do not expect any changes in the range of styles for Fall from April forward," states a prominent manufacturer of men's shoes. "Men's footwear particularly is calling for plainer styles, and this should go a long way toward giving the retail trade confidence in placing their orders ahead. Right now we are finding a number of retailers sending in rush orders for Easter delivery and it is impossible for us to meet their demands.

"There is nothing particularly new in styles being shown for fall, except, as noted, that there is a tendency toward plain styles, and perforations will have very little call, we expect. There is a trend toward wide toe lasts in young men's styles, and we believe the retailers will find a demand for them."

Heavy Perforations Go

Another manufacturer producing a popular priced men's line states: "Brogues are not as popular as they were, though there will still be some sold next fall. Heavy perforations and tip centres are past. Stitchings are taking their place and are running strong. We figure on a demand for 30 per cent. in black to 70 per cent. in colors, with a distinct tendency toward the lighter shades of brown and tan. Kid leathers, in both brown and black, are now decidedly in demand, and patent is showing up stronger, not only for dress wear but in street shoes. The full square toe is replacing the French last to quite an extent. Bluchers are not having much call. Our lines are shown with natural edge very largely."

Information from U.S. sources indicates that the trend with our neighbors is along the same lines as it is on this side of the border. The general tendency is reported toward greater refinement and away from extremes. Stitchings are the decorative feature, and perforations are little shown. The stitchings are not in strong contrasts with the leathers but rather in harmonizing tones. Backstays on numbers made of contrasting leathers are often broader at the base than at the top. Brass eyelets and eyelets of a mannish type are seen on many samples, especially sport shoes. Crease vamps are being developed, and soft toes continue in vogue.

The French last is still popular and square toes on broader lasts are also shown. Edges are wider, both beveled and straight. Low heels lead, 7/8 and 8/8 heights being carried on some of the most stylish lines.

Colors are lighter, with smooth finished leathers, both calf and kid, leading. There is a good demand for blacks.

Low shoes are away in the lead and are expected to hold their margin right through the fall. Most manufacturers are showing among their samples some blucher oxford patterns. These are generally minus the box-toe and feature the crease.

Sport footwear is shown in two tones, but is not "loud." A big sport season is looked for and it is expected that this type of footwear will be worn more for business.

Patent leather is not reported to be featured to any extent for street wear in the States.

Summary of Pictorial Survey of—

The Trend in Footwear Design— Reaction from Too Rapid Changes

Canadian Shoemen Hesitate to make Forecasts—No Radical Developments Since Montreal Style Show—The Situation in the States—Sandals Coming Strong—Sport Oxfords will be a Close Second—Decided Trend Toward Brown Shades, Tending to Lighter Tones—Pastel Colors Feature Novelty “Sports”—Patent Coming Back—Satins Active in Black—Straps for Fall

“The less said about the style trend the soonest mended,” seems to about express the attitude of the average manufacturer whom one approaches regarding this all important subject. There does not seem to have been any definite development in the situation in Canada since the Montreal style show in January, which we reviewed at that time. “Things have been going around in a circle,” said one manufacturer, “with every retailer who wants shoes demanding something different from the other fellow.” That applied, of course, to the conditions during the months of February and March. “How about sandals?” we asked the manager of one concern which has been noted for the profuse variety in which it has produced new patterns. The reply was, “Whoever else likes may spend their time and money working out new sandal patterns—we’re not going to gamble on them. Someone is always spilling the beans, and it looks like as if old King Tut did it this time. The style situation was bad enough as it was without any further complications in the way of Egyptian sandals.” This shoeman was not in a mood to discuss patterns, but he expressed the view, coinciding with that of other shoemen with whom we have talked, that Spanish heel will sell best on street shoes, while in more formal types of footwear for house wear, the Louis heels will predominate. Satins, he thought, had pretty nearly reached their limit, but patent would come back fairly strong. Brown kid would be good in both straps and oxfords. Apart from the low-heel sport type, oxford heels would run around 14/8. Grey suede and white suede would be good in welt shoes.

An Aftermath of the “Tut” Adventure

Getting back to sandals, perhaps we had not better mention it above a whisper, but we have heard talk even on this side of the line about a “Tut” design, with a heel running 19/8, which some think will sell next August. It may, but we don’t think there are many retailers who can safely buy it, nor do we think there are many factories going to put it in stock until it is called for. Many manufacturers, are quite evidently making a sincere effort to stabilize their lines, so that the goods they sell the retailer will not be of the kind that stales in a week, or a month, or six months. Such concerns are showing a majority of simple strap patterns, sometimes combined with small-tongue effect, plain oxfords, with occasional in-

lays on the quarter, and so forth, and are consistently cutting down on the gingerbread.

The feeling is abroad in the trade that we have been trying to follow the styles in the States too closely—and that is undoubtedly true. Our Canadian shoe industry should not be run on the same lines as the U.S. industry. But whether we like it or not, we can’t avoid being affected by the style trend south of the border to some extent. Consequently a brief review of the situation over there will be of interest:

Sandals a Feature of U. S. Trend

Sandals, it seems, are the sensation across the line, and the general opinion is that they will sell strongly in the big cities. They are shown both in turns and McKays, with Louis and boxwood heels. It is expected that late in the summer, designs will appear carrying very high heels, the Spanish lous variety leading.

The tongue patterns did not develop to the extent looked for and are apparently no longer receiving much attention.

Sport oxfords, it is said, are likely to prove an active competitor of the fancy turns, particularly with the younger set, but will take second place to the sandal.

Brown Shades Will Be Strong

In leathers, grey suede seems to be a leading feature at the present. The probabilities are that it will be followed by sand and brown shades, which are so popular in dresses. The tendency is to run to the lighter tones in fabric, and it is suggested, too, that, in line with the same trend, a Russia calf sandal may prove to be one of the surprises of the season. It is likely at any rate, that many dressy styles will be shown in medium tan calf.

Patent is showing signs of coming back, and it is figured that it will be selling strongly again by next fall. Satins are active in black, and are also looked upon as having good prospects for fall.

The pastel shades are a novelty feature in keeping with the colors in wearing apparel. Red, blue, apple green, and mountain haze, are most in evidence. It is believed the younger set will take very kindly to sport oxfords trimmed with these colors.

The opinion is held in many quarters that straps will be the featured pattern next fall.

Footwear Fashions



Another model which, figuratively, came out of King Tut's tomb. Sandal design by Owens-Elmes in white and green kid and other combinations



Dufresne & Locke also show some snappy sandal patterns. Here is one of them



Footwear Fashions



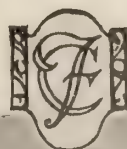
A patent two-button, one-strap, shown by
Getty & Scott, Ltd.



Patent, two-button pump, shown by
Murray Shoe Co., on their new
French-toed last "La Belle"



Fancy stitched patent pump on "Doris"
last. By Murray Shoe Co.



Footwear Fashions



One-strap, two-button, Goodyear welt, shown by Canadian Shoes, Ltd., in various combinations. In stock



Strap novelty pattern in satin and suede—a featured line by one of the big-city stores



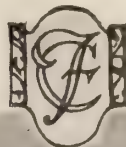
Footwear Fashions



A strap and tongue effect shown by Daoust, Lalonde & Co.,
in which style and stability are well balanced



King Tut did this. This is one of the sandals bearing his
name which have recently appeared in the big-city stores



Footwear Fashions



The Andover last of the Talbot Shoe Co., which combines style with good fitting qualities. This is shown in Russia calf and gun metal calf.



Footwear Fashions



A snappy offering from the Scott-McHale line, on the "Park" last. This is one of the square-toe effects that is proving so popular with young men.



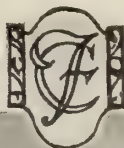
Footwear Fashions



This patent oxford is from the Nursery Shoe Company's new line, built by a patent process in which the aim has been to combine the flexibility of a turn with the wearing qualities of a welt. This is a turn shoe with an extension edge to which the outsole is afterwards stitched.



The Hurlburt Cushion Sole Shoe Co., of Barrie, show this sturdy oxford, built for comfort



Footwear Fashions



Patent ankle strap, shown by the
J. W. Hewetson Co.



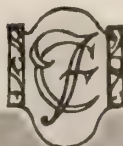
Another number from the Classic line—
—patent bal, with dull top



Patent blucher oxford, cushion sole, good-
year welt. Getty & Scott, Ltd.



Here is one of the Kewpie Kewps for
Kiddies—a patent Sally Sandal, of cushion
sole welt construction. Galt Shoe Co.



Footwear Fashions



This is one of the recent arrivals, the "Pied Pipers." A neat, flexible, comfortable children's shoe, distributed in Ontario by Chas. Tilley & Son



Children's sandals are timely merchandise, or will be shortly. Here is one shown by Philip Jacobi



Footwear Fashions



A patent blucher oxford by the
Scroggins Shoe Co.



One of the most popular numbers from the
Ahrens line of Juvenile welts



Another sturdy number from the Scroggins
line



An Ahrens one-strap shown in various
leathers





Powell-Kelley's windows are attractive without being elaborate and popular without being "cheap". The big vases of hand-painted artificial flowers add a fanciful touch. The fixtures are in walnut finish, simple and effective. They were supplied by the Dale Wax Figure Co.

An Adventure in Shoe Retailing— Invading the High Rent District

**Powell-Kelley, Limited, Open New Shoe Store in the Eaton Block,
Yonge St., Toronto, One of Canada's Finest Retail Locations—
Will Cater to the Mass of the Younger Element—Price Range
\$6 to \$8—Figure on Turning Stock Five Times Yearly—Good
Windows, Strong Advertising and Concentration on Popular-
Priced Goods Will Help in Reaching this Objective.**

It is probably safe to say that there is no better retail location in Canada than the corner of Queen and Yonge Streets, Toronto. Two of the largest department stores on the continent are situated on the west side of Yonge street, namely Eaton's and Simpson's, the former north of Queen St. and the latter south. Here is a sort of meeting of the waters, a point where all the shopping crowds converge. During the shopping hours of the day, the street cars discharge larger numbers of people at this point than anywhere else in the city. It's the jumping off point for all women who come down town, whether to buy or to look, and at noon, from the surrounding office districts, north, south, east and west, come the business girls, in chattering, hurrying throngs.

Independent Retailing Versus Departmentalization

The huge Eaton block, extending from Yonge to James, and from Queen to Albert, is not intact. Two of the choicest spots in the whole area are occupied by independent retail stores. Every other concern in the block has been squeezed out before the tremendous expansion of the great department organization, but these two stores, like the house that was founded upon a rock, have stemmed the tide of its growth. Right on the corner of Queen and

Yonge Streets is one of the Woolworth Five, Ten and Fifteen Cent Stores, and on Yonge Street a few yards north of Woolworth's is another store which has just recently been occupied by Powell-Kelley, Limited, shoe merchants. Almost symbolic of the struggle between the independent retailer and the trend toward departmentalization and concentration, stands this one establishment—but it is significant that it stands at a strategic point.

The Powell-Kelley Shoe Store has been opened only a few weeks. Jumping into the limelight as it has in this prominent location, it has caused something of a sensation in the trade locally. Competition is very keen and of course the shoe trade has not been having any more business than it can comfortably handle in the last few months. However, it has been proved again and again that there is always room for a good store, and also that location is a tremendously important factor in the success of a retail concern.

Mr. Tom Kelley, the head of the company, has had experience both in up-town and down-town business. He is operating a store in the outlying district known as the Junction, which is numbered among Toronto's most successful suburban shoe

houses, and for several years also the firm had a store on Yonge St. at the corner of Shuter, in the premises now occupied by the Hydro Shop.

The firm therefore knows the conditions and requirements of down-town trade, and before the new venture was embarked upon, all the various factors both favorable and unfavorable were taken into consideration.

Youth Will be Served—at a Price

Located where it is, in the very heart of Toronto's most crowded centre, the store is essentially a store for the people. The corner of Queen and Yonge is too busy a spot for limousines to halt indefinitely while milady seeks to satisfy herself in an exclusive shoe, or mayhap an entire footwear outfit, from hiking boots to evening slippers. No, it is essentially the location for a store that caters to the masses; just below is the fifteen-cent store doing a land-office business and making a profit, with an overhead that must run into staggering figures. Hence Powell-Kelley are setting out to cater, not to the bargain-hunting crowd—they'll go to Eaton's basement out of sheer habit—but to the mass of the younger set, the people that want a stylish, good-looking shoe at a price. Price is going to figure largely as an attraction in the new store—remember we said "price," not "cut-prices;" there are going to be no bargain sales in the P.K. store.

It's a case of limited price—there is no shoe in the store that sells over \$8.00 and the lower limit is \$6.00. The whole stock of footwear is within that two dollar range. The Fifteen-Cent store has made

a tremendous success on the limited price in the same location. Why shouldn't the shoe store?

This policy permits of concentration on a smaller number of lines of the quick-selling type, and the firm figures that they can operate on a stock 40 per cent lower than would be possible in a store with the ordinary price range of six dollars or more. Turnover is the all-important point, and Powell-Kelley expect to keep theirs up to at least five.

It Depends on the Windows

Naturally, located as it is, the windows are a factor of the highest importance. The total frontage is 25 ft., and, as shown in the accompanying illustration, there are two windows, one on either side of the entrance. The backgrounds, in a light walnut finish, have carved decorations in blue and gold which stand out in relief, while the floors are of inlaid oak. A further touch of ornamentation is added by fanciful vases of handpainted artificial flowers. Apart from these the displays are quite simple and unpretentious. As the cut indicates, the windows are quite shallow—the depth of the shallower sections next the entrance is about 2 ft. and that of the wider sections on either side, about 3 ft. This of course involves some limitations of space and arrangement, but on the other hand has the advantage of high visibility and actually thrusts the merchandise upon the attention of the passersby. Every shoe displayed can be distinctly seen without any effort. The lighting, by means of X-Ray reflectors, is very effective and efficient. Handsome wood display fixtures are used, in a walnut finish to tone in



This is how the store looks at 12 o'clock midnight, not at 12 o'clock noon. Mid-day finds the full battery of fitting stools in action. There is nothing very startling about this interior, but it is comfortable, well-lighted, tastefully decorated, and decidedly a pleasant place to buy shoes

with the background. The price range, Six to Eight Dollars, is strongly featured in attractive window cards. Wood frames, in keeping with the fixtures, are used for displaying the cards.

Working Out a Difficult Lay-Out

The interior of the store is arranged for efficiency. It is 100 ft. long and the full width is 25 ft. The picture shows that there is a narrow section at the front of the store, just inside the entrance. This is due to the fact that on the left hand side, there is space taken up by an elevator shaft and stairway leading to the upper floors of the building. Access to the elevator and stairs is through a passageway behind the left-hand window, which is thus quite isolated from the main part of the store.

A difficult lay-out had to be worked out here, and the main point of course was to secure the maximum window frontage. This has been accomplished by the arrangement adopted.

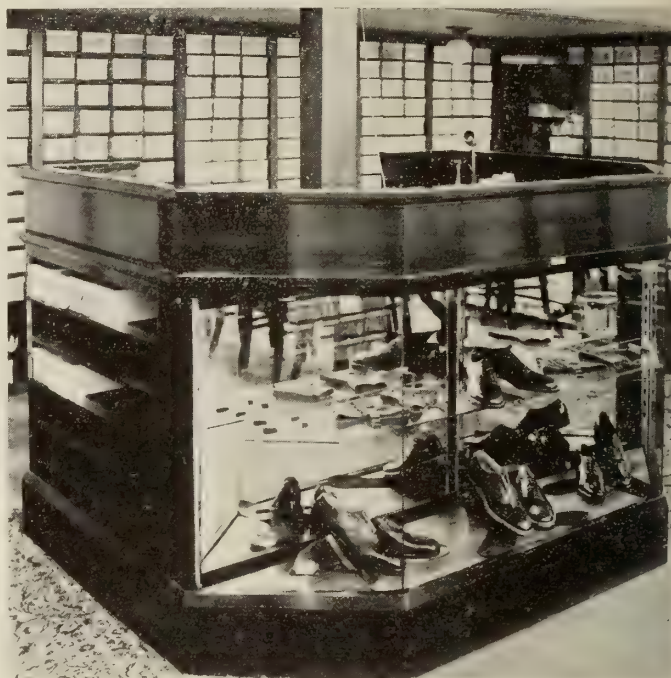
The interior finish has been carried out in walnut and ivory. The stock fixtures are in walnut and the walls and ceiling in the ivory tint. The seating is of the individual, movable chair type, in the conventional arrangement—two long rows facing either side of the store. The space in the centre between the rows of chairs has a cork flooring, while the remainder of the floor is handsomely carpeted. The lighting is of the enclosed bowl type and provides a soft and uniform illumination, without glare.

Added Touches of Efficiency in Equipment

On the balcony at the rear is the office, and right underneath is the parcel desk. The latter is some-

portion of it, which provides valuable display space that engages the eye of waiting customers. On either side of the desk are rows of shelves for repairs, parcels to be delivered, etc., etc.

Just inside the door, on the right hand there is a handsome hosiery fixture, containing a sufficient number of glass-fronted drawers to accommodate a



All this parcel desk needs to make it a thoroughly attractive feature is a pretty little parcel clerk behind it. The unique part of it is the incorporation of the show-case. The shelves on either side are for parcels to be delivered, repairs, etc.

very complete stock. The firm intends to push this line very vigorously. Their prices run from \$1.50 to \$3.00.

Findings are attractively displayed on wall fixtures which are incorporated in the shelving. These fixtures serve the double purpose of camouflaging the pillars which jut out from the wall and providing an effective means for exhibiting the various lines of polishes, laces, arch supports, etc. The lower section consists of mirrors, for about three feet, and above, on either side of the concealed pillar are little diagonal shelves on which the findings are shown.

The entire effect of the store is one of simplicity and convenience, while at the same time there is the touch of that warm, homelike atmosphere that makes customers feel quite at ease.

"In-Stock" Service

The Weston Shoe Co., Ltd., of Campbellford, Ont., whose lines include women's, misses' and children's medium and fine welts, McKays and turns, are featuring an in-stock service which is proving quite an attraction to the retail trade at the present time. Under the conditions now existing, when retailers are endeavoring to carry on with the lowest possible stocks and when many are hesitating to buy ahead lest there be style changes before the goods reach their shelves, a service of this kind is appreciated, particularly where the lines have the fresh, snappy, right-up-to-the-minute appearance that the public looks for.



Here's a neat little fixture. It camouflages the wall columns, provides mirrors in which the customer can see her new shoes to advantage and furnishes effective display space for findings.

what of an improvement on the ordinary parcel desk, there being a show case incorporated in the front

Will "Goloshes" Sweep the Country Next Winter?

Majority of Retailers Think Demand will Equal that of the Past Season

—Stores East of Rockies were Short Scarcely Without Exception

—Estimates of Shortages Average 40 to 50 Per Cent, but

Demand was Pyramided—Will Buckles go with Longer Skirts?

The sale of women's overshoes was the sensation of the past season's business and the possibilities in this line next winter is a matter about which the trade is already speculating. In order to obtain a consensus of opinion on the situation, "Footwear" recently sent a questionnaire to a number of representative shoe merchants throughout the country, and the replies forthcoming bring out some very interesting information indeed.

All Could Have Sold More

Probably no one will be surprised to learn that the replies indicate there is not a shoe store from the Rockies to the Atlantic seaboard that could not have sold more goloshes, if the stock had been available. The estimates of the extra percentage that might have been disposed of vary from 20 per cent to 100 per cent. The average of these estimates run 40 to 50 per cent. Many retailers were caught napping, but this did not apply in all cases by any means. One concern in the West sold 4,000 pairs. Even if they had sold no shoes at all, that ran into a nice turnover. Another retailer in one of the smaller Ontario cities disposed of 30 cases, and a Montreal retailer reports that he did \$10,000 worth of business in this line. He estimates that he could have doubled that if he had had the stock.

Demand Was Pyramided

One or two of the retailers of course points out that the demand was pyramided, that there was a certain percentage of business which called at every store in the town, and if the supply of overshoes had not been short and every retailer had had an ample stock, that percentage, which looked so big under the circumstances, when spread out among the whole trade would not have amounted to such a great figure. It was because the other fellows didn't have the goods that each retailer found such a big volume of trade coming his way.

Majority Think Overshoe Equally Good For Next Winter

With regard to the probabilities for next year, more than 50 per cent of the merchants from whom we have had replies in Ontario, Quebec, the Prairies and the Maritimes, are of opinion that the demand for overshoes will be at least equal during the season 1923-24. A few are non-committal. A prominent retailer in the

Maritimes says he expects a "fair demand," but that it will depend on the weather to some extent. A Western shoeman brings up what appears to be a very important point. He says that while his feminine customers dearly love the overshoe, many of them have expressed themselves as being afraid that **the long skirt and buckles will not be satisfactory**. Hence he is in a quandary. This is certainly a factor that ought to be taken into consideration. If the skirts next season are so long as to come in contact with the buckles, it's going to be a drawback. Constant friction with the buckles in walking may cause complications. It is not to be expected that the majority of women in Canada who have clung so heroically to the short skirt for outdoor wear are going to turn around and accept the low hem-line in a body, but a certain percentage will likely be wearing the longer garment and those that do will not be such good prospects as golosh customers. It behoves the shoe retailer to keep his eye on the ladies' fashions.

Practically all the retailers East of the Rockies appear to be of one mind that the four or five buckle is the logical thing in the way of a woman's overshoe, with the five-buckle most in favor for next winter's business—but, as some of them add, "you never can tell."

Situation in B. C. Quite Different

When we cross the Rockies we get into a different atmosphere. We have letters from two of the largest shoe houses in British Columbia. One of them sold 16 pairs of golishes, which is the most they have sold in six years, and the other sold none at all, and both say that the question of availability wasn't a factor,—they couldn't have sold any more in any case. The latter, located in Vancouver, declares that there is no demand for buckles at all, and doesn't look for any next season. Novelty rubber boots are the thing—were very strong during the past winter and will likely be equally good in the winter of 1923-24. The other concern, located in New Westminster, expects to sell some plain four or five buckles next year, but believes that the women's city rubber boots with turn down fleece collar of black or grey wool are the safest bet for B. C. They were worn by nearly every woman in Vancouver during the last snow storm and are likely to be equally popular next season.

Is Shoe Retailing Today A Gamble or a Scientific Business?

**That Depends Largely on the Way the Merchant Operates—
Playing the Fads is a Gamble—Knowing Your Public is a Science
—Analysis of Clientele the Basis of Safe Merchandising—Keep-
ing in Touch with Your Customers More Important than Keeping
in Touch with New York and Chicago.**

We hear of a shoeman who, in a troubled dream, saw orange and pink pumps, with wings and legs on them, doing a grasshopper stunt around the store, while he endeavored to capture them with a butterfly net. His chase proved fruitless until he tripped over a fitting stool and fell face forward on one of the animated novelties—at which juncture he suddenly awoke and found himself with his head at the foot of the bed, grappling strenuously with the hot water bottle.

Some little nightmare! And some retailers will tell you the whole style business is a nightmare right now. However, the actual situation is not quite as bad as that.

Do You Gamble on "Tips" or Invest on Knowledge?

True, the movements of the style trend are capricious and elusive, and to follow it in all its phases, one would have to establish some sort of ticker sys-

the other, the wide-awake merchant who depends, largely, on his knowledge of his clientele and a close analysis of their tastes and needs, to guide him in his selections of merchandise. Which policy do you think is most likely to build sound permanent business?

It is necessary, of course, for any shoeman to keep in touch with the general trend of fashions, to watch its development with a careful and unsleeping eye and figure out its possibilities. But it is of still greater importance to keep in touch with the style sentiment of his customers, to analyze their requirements and their preferences, and to sense their reactions to his various offerings. Therein lies the whole secret of successful merchandising—to know your public and to cater to them.

The Importance of Analyzing Your Clientele

Most retailers realize that this is so, but they do not, in many cases, make any systematic effort to analyse their clientele. They don't study the people who come to their stores; they don't try to find out what it was attracted them; they don't try to get at the bottom of the matter when customers don't come back, nor do they set their imaginations working about the causes which keep away certain possible customers who never come to the store at all.

There are certain factors which attract customers to a store. They may be stated under three general heads: The merchandise, the advertising, the service, and that somewhat elusive thing which may be called for want of a better name "store personality."

Adjust Your Merchandising Policy to Public Sentiment

It does not do merely to adopt a fixed inelastic policy on all these matters. Success depends on their delicate adjustment to the sentiment of the merchant's public. The merchandise may probably be considered the most important factor, and that is no doubt why so many retailers are getting grey-haired over the style trend. But the trouble in many cases is that they are worrying too much about the doings of the pattern-makers and style creators and not paying enough attention to what their customers are saying and thinking.

Every shoe, before it is bought, should be subjected to this test: Will it sell? To whom will it sell? How many of my customers will buy that kind of shoe? If you estimate you can sell a hundred pairs of the line, buy ninety. It's better to turn down ten sales, than to be left with ten pairs of shoes on your shelves that you can't move.

Find Out Why a Sticker Doesn't Sell

If a shoe doesn't sell, it should be the subject of a conference to find out why. Don't just dismiss it



This Shoeman has a touch of "Stylerium Tremens". But the Style Situation isn't quite as bad as he sees it

tem, such as the stock brokers use. However, there are two ways of playing the stock market. There is the fellow who plays individual stocks on "sure tips" from "insiders," and there is the expert operator who makes a keen study of the industrial and commercial situation and directs his operations accordingly. Similarly in the shoe business, you find the dealer who tries to base his buying on tips and "dope," and, on

with, "It's a bit stale." Get right down to it and find out exactly what are the weak points that prevent it from moving. It will teach you something about what to avoid next time.

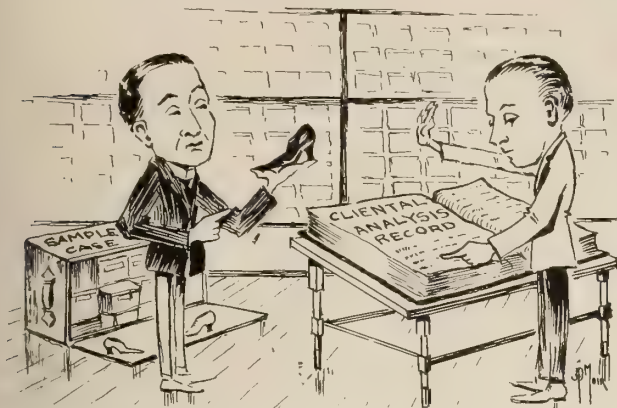
Similarly if a shoe proves a winner, try and discover all the different points about that shoe that appealed to different types of customers. Get the sales-

shoes that have been sold to the various types of customers. This is science applied to merchandising and its value has been proved by the results obtained.

There is no question but that the greater part of the average merchant's errors are due, primarily, to an inadequate knowledge of his clientele. Many are dabbling in novelties and getting their fingers burned, when the actual fact of the matter is that there isn't a sufficient demand for novelties in their class of trade to warrant their carrying them at all. If they really knew how few people they are able to interest with this kind of merchandise, they would not touch it.

Merchandiser of Novelties Must Specialize

The man who is going to deal in novelties must specialize. He has a certain class of trade to cater to—the kind that want, first and foremost, to be always in the band wagon of the style parade, wearing something new and startling. The number of such people in Canada is less than many merchants realize. One of the liveliest style men of our acquaintance, catering to an exclusive trade, declares that it is not what New York is doing, or Chicago is doing, that primarily determines the kind of shoes he selects for his customers, but the actual beauty of the shoe from an artistic standpoint and its wearing and fitting qualities from the practical standpoint. True, he keeps in close touch with what is going on in the big centres on the other side, but he does not allow the passing fads of Broadway to influence his judgment as to what his own customers will appreciate and buy.



Buy on knowledge gained from an analysis of your trade

men interested not only in selling shoes but also in analyzing the likes and dislikes of the people they sell them to.

This information should not only be gathered—it should be recorded. Some of the liveliest shoe merchants we know have gone so far as to make charts classifying their clientele and showing the kinds of

Are You Prepared for A Big Season in White?

Consensus of Opinion is That There Will be a Big Turnover of White Footwear—"All-Whites" Generally Conceded to be Safest and Best Bet—"Sports" with Fancy Colored Trimmings Make Good Eye-catchers, but Considered Risky by Conservative Shoemen—Keep Proper Proportion Between White Goods and Sports

It may be a bit premature to begin thinking about fall, but the retailer should at least be giving serious consideration to the possibilities and probabilities of the white season. Summer may be almost upon the heels of winter. It sometimes happens that way, when, as on this occasion, the old ice king outstays his welcome with us. So it behoves us to be prepared.

Will it be a big white season? Well, the viewpoint is not unanimous, but the consensus of opinion appears to be that it will. One shoeman who generally knows what he is talking about, points out to us that while whites are likely to be strong, it is always necessary to keep in mind the proper proportion between the white goods and the "sports." He believes there will be a lot of summer footwear sold. The total, 100 per cent., is going to run up into a nice volume, but a certain percentage of that is going to be in "sports," and the more "sports" a retailer sells, the less white goods he will sell—for, so this

shoeman asserts, you'll never persuade the average woman to buy one pair of each.

Bulk of Business in All-White Footwear

Conservative shoemen are strongly of the opinion that the great bulk of the business will be in all-white footwear. A rough estimate made by a manufacturer who specializes on women's high-grade shoes, is: 85 per cent white, 10 per cent white trimmed with black, and 5 per cent white in combination with colors. His view point is that if the retailer buys the "sports" in color combinations at all he should go very light on them and put them all in the window. As he sees it, they are eye-catchers, made for the purpose of arousing interest, not to sell in volume.

From the viewpoint of the wearer, this color combination footwear has certain distinct disadvantages. In the first place, there is difficulty with regard to the cleaning of it. A white shoe, if it is to look stylish, must be cleaned every time it is worn, and if there are colored trimmings, it takes the greatest care

to avoid soiling them with the cleaner. White goods are troublesome enough to keep in shipshape, without the added complication of easily damaged trimmings.

Does Your Customer Want to be a "Marked" Woman?

Then again shoes that are so striking make the wearer a marked woman. Present your wife with a pair, and how often will she wear them? Not more than a dozen times in the season, probably. The reason is simply this: She doesn't want to be known a mile off by her footwear. Everyone will take note of those red-trimmed shoes the first time she wears them, and every time she visits the golf club thereafter they'll look to see if she's still wearing them. And pretty soon they become "stale."

Still there will be undoubtedly a certain percentage of these novelty "sports" sold to match up with the brightly colored apparel that is being shown this spring—green, mauve, scarlet, dandelion, rose, sand, etc. Some dealers will probably make out well on them. But shrewd shoemen catering to an average trade figure they will make their money on the quieter lines.

The choice of a merchant of long experience doing

a high-class business includes three leaders in the "sport" type—a brown calf with crepe rubber sole, a white elk with crepe rubber sole, and a champagne shoe with grey rubber sole. His white goods have in every instance ivory soles and heels.

Another live shoeman is going to show his "sports" in all white and all tan, with a sprinkling of combinations with beige. His white goods will come in canvas combined with kid, in cut-out patterns, and carry Louis heels. Many stores will be featuring combinations in brown calf and beige.

That's about how the situation looks in regard to summer footwear. We made a suggestion last year, which we believe was carried into effect by a number of shoemen—namely, a "White Shoe Week." This event should come early in the season, so as to get the trade off to a good start. Perhaps the first week in June would be the psychological time, but it would depend largely on the weather. If all the shoemen in the town could get together on the undertaking it could be made more effective than by individual effort. Business will probably need all the stimulus we can give it this year. The prospects are promising, but we have got to make up for the dull time since January. Why not try a "White Shoe Week."

In Writing Letters to Your Customers

Always Be An Opportunist

**What You Say is no More Important Than When You Say It—
Here are Nine "Right Times" When the Retailer May Send Out
Store Letters.**

Like the farmer who starts out to sell hay when hay is scarce, the store which uses a sales letter when accompanying circumstances are favorable has an easy task. Success in advertising with letters consists largely in using the letter at the right time. Here are a group of "right times."

It is hard for any of these letters to fail to pay for themselves.

1. A letter mailed with all monthly statements. This will be of a newsy nature, telling of present leading sellers, new articles, etc. To give it special pull, two or three articles at reduced prices can be offered.

2. A letter to newcomers to town. Lists can be obtained from moving companies, credit associations, etc. This letter will welcome the newcomer cordially, and place the facilities of the store at his service.

3. A letter to out-of-town people stopping with friends in town, or at hotels. The social columns of newspapers, hotels, etc., will furnish names. The letter will express wishes for a pleasant stay, and indicate the store's ability to serve well in its particular field.

4. A letter inviting cash customers to become credit customers.

5. A letter to a new customer on giving of first order, expressing appreciation and the hope for continued relations.

6. A letter to fellow members of Rotary, Kiwanis, Lions, or other Luncheon club, telling of some particular way in which the store proprietor believes he can serve them. This particular letter can be sent out at the time of a special sale, if wished.

7. A sale at special prices especially for mailing list customers. "For recipients of this letter only," the letter will explain.

8. A letter sent by the proprietor or manager while at any of the big trade centres. This letter will announce new and very desirable merchandise he has obtained; new prices he is able to make on standard articles; etc.

9. A letter announcing an advance in wholesale prices, and giving customers during a stated period opportunity to buy at present price.

The foregoing letters have circumstances not against them, but with them. No great letter-writing ability is required to create a letter which will be well-received. The expense entailed is not great. None of these letters are experiments, as every one has been tried out and found profitable by enterprising retailers.

Caulking the Leaks

**These are Days that Require a Policy of Aggressiveness Combined with Strict Economy
—Waste Elimination is the Merchant's Biggest Problem—Below are Some Suggestions by Successful Shoemen on Locating the Leaks that Run Away
with Profits and how They may be Effectively Caulked**

Leaks That Concern the Salesman, the Window Trimmer and the Advertising Man

By ROWLAND HILL, Jr.

The worst leak that a shoe merchant can have in his business comes directly from the attitude and actions of his selling force. A salesman may know all about leather and shoe construction; he may even be a good shoe fitter, but if that salesman be indifferent or careless when waiting on a customer his various attainments are worth nothing. He becomes an expense to the firm instead of an asset. In other words he is driving business to competitors. He is actually standing in the way of the success of the firm that employs him. He becomes one of the little, so-called negligible leaks that will in time swamp the good ship of the shoe merchant.

The Importance of Courtesy

When a shoeman realizes, and teaches his staff to realize, the importance of courtesy in business, another little leak will have disappeared. The attitude of each member of the staff, from the proprietor to the parcel boy, toward the customer, helps to create an impression for, or against, the firm. It may only mean the courteous attitude of the clerk in showing shoes to "a looker" or the parcel boy's touching his cap as he delivers his parcel to the customer, but if a pleasant impression is created the Ship's voyage to Success will be all the surer. "It's the little things that count," still obtains in shoe merchandising.

When will the shoeman see his store as others see it, and put himself in the customer's place long enough to find out what are the effects of the selling methods used in his store on the customer? Very often we have heard a customer when making his first purchase at one shop remark about the place where he used to buy "I've always dealt with So-and So's, but I'm through with them. The clerk told me I didn't know anything about shoes. I've come to the conclusion they haven't the kind of shoes I want anyway." The facts of the case most likely were that the salesman had begun to wait on this customer with a take-or-leave-it attitude. His actions more than his words made the customer conclude that he wouldn't be bothered showing her what she wanted, and that he didn't care whether she was suited anyway. The customer then leaves without buying, perhaps vaguely promising to come again. The salesman shoves away the proffered shoes, snorts, classes her as a crank, and goes on to find his next victim.

It cost good advertising money to bring that customer in. Perhaps the attractive window displays with their expensive trimmings drew her in, or it may have been a costly newspaper advertisement that brought her, or possibly a reputation won by years of honest merchandising first attracted her to that

store. Of what avail such effort and expense if the salesman fails in his part of the program? Not only was that customer lost by the careless attitude of the clerk but her opinion of the firm was so changed by the treatment she received that no amount of money or effort spent on advertising would ever be likely to lure her back again.

Efficiency of the salesforce is necessary for success. It behoves the progressive shoe merchant to develop this in his staff. Let him study how to cooperate with his selling force. Let his attitude toward, and interest in, his clerks be such that they will appreciate suggestions which he may offer from time to time to increase their worth to the firm. When they have become more valuable to the firm let them know it is recognized by an increase in salary as well as by words. In meeting the type of salesmanship so common in many stores we wonder when employers will realize that cheap help is too expensive to deal with. A good salesman is worth what he earns.

The Leak of Impunctuality—

A slow leak that is hardly recognized as a leak at all is the carelessness of clerks to be at work on time. Although the average clerk does not dawdle around after closing hours, many merchants find the same people strolling into the sphere of their daily labours from five to forty-five minutes late each day. At first they have plenty of excuses; then both they and the manager cease to expect them on time and the day is begun carelessly, the morning's cleaning prior to the arrival of customers is slacked over, and the firm is the loser.

And How One Merchant Caulked it Effectively

A shoe merchant we know has solved this problem to the mutual satisfaction of all concerned. His store opens at 8.30 a.m. There are six salesmen employed. On alternate weeks three of the men come at 8.30 a.m. and do the cleaning and straightening, the other three come at 9 a.m. This system makes the salesmen feel that the store is going more than half way in making things easier for them, and each feels his duty to be there at 8.30 on his early week, because of the privilege he has enjoyed by being allowed to come at nine the previous week. Getting the salesforce to be on time has ceased to be a problem in this store.

In the matter of advertising, shoemen as a class are not getting sufficient results from the money spent. The reason can be traced back simply to the fact that here again too little thought is given to the mediums of advertising and too little thought to the advertisement itself. Just because we spend 2% or maybe 4% of our sales in advertising means nothing, unless the results prove its worth. Effective trade pulling advertising is planned in advance. Advertisements are carefully written, always with the cus-

tomer's viewpoint in mind, and mediums are chosen which have proved, through past experience, to really produce results in proportion to the amount spent. One point in connection with getting results from newspaper advertising which is often overlooked, is the neglect to show shoes in the window which are advertised. Best results are obtained by a strict adherence to the rule of linking up the window with the store's advertising, by having the goods advertised prominently displayed.

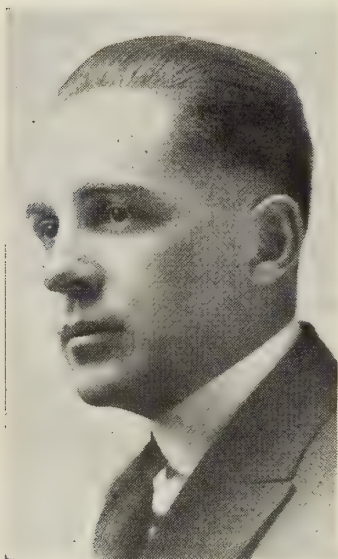
Almost foremost in the sales-producing possibilities of advertising, comes the use of the show windows. Most merchants admit that more sales can be traced directly to their windows than any other form of advertising used, but few realize to what extent their windows can be used to produce results. Elaborately dressed windows with handsome hangings, flowers, fixtures, etc., are not always the most productive of results. The biggest leak in the use of the show windows seems to be that the merchant and his window trimmer often fail to realize the importance of frequent change of trim. No matter how well trimmed a window may be, in only a few days it will lose its attractiveness to any one who passes daily. Then is the time for a change. People not only like to see pretty shoes, but they also like to see the kind of shoes they want to wear, and most of all they want to see the prices to learn whether they suit the purse as well as the fancy. A window of shoes even though tastefully displayed is only fifty per cent effective in sales producing qualities if the shoes lack

use the most simple system of records showing the selling possibilities of the various types of shoes carried in stock, through their experience in past seasons, is deplorably large.

Every shoe store is liable to its own peculiar series of leaks. It behoves each merchant to search them out, and caulk them ere the damage be irre-



G. W. Fraser has recently joined the sales staff of H. W. Pearson Shoe Co., covering part of Niagara Peninsula.



J. H. McGee, formerly with Owen-Elmes Mfg. Co., is now representing the Perth Shoe Co., in Eastern and Western Ontario.

price tickets, and if the window lacks one or two attractive window cards with a real advertising message to the passer.

Possibly the leak that shows the worst on the Profit and Loss account is the one called "Depreciation." In spite of the fact that merchants everywhere know that only intelligent buying can produce profitable selling, everywhere can be found stores which are being loaded each season with goods which produce a loss instead of a gain. It is humanly impossible to always buy nothing but live selling lines, but the number of merchants who neglect to

trievable. With an eye open for lack of efficiency in the selling force, for ineffectual methods of advertising, for haphazard methods in buying, he ought to soon be able to get his ship in good shape, and to race merrily along with the others of the "Walk and Be Healthy" fleet, to the harbors of success.

Over-Stocking and the Credit Curse Cause Many Failures

By A. V. WRIGHT

From the writer's viewpoint, two of the biggest leaks in the retail shoe business to-day are overstocking and the credit curse.

Taking the first point, **over-stocking** or **over-buying**, that is where the majority fall down to-day. The day of placing big orders months ahead is, should be, or can be made to be, a thing of the past. The present style fever makes it very impractical, inasmuch as before the shoes are shipped they are out of style. In this connection, it is easy for any merchant to keep pace with the styles to be, by a careful study of the many trade publications and by an occasional visit to the larger centres, to see for himself what is being shown and sold there. This is money well spent as it would probably only cost about the same or less than the thirty pairs of shoes he guessed at, and missed—and which had to be disposed of at even less than he paid for them. This is a two-fold loss, inasmuch as he actually lost good cash by buying something that did not sell and he lost sales on other merchandise which could have been bought had his money not been tied up in the "dead ones."

Give Small Orders and Repeat Them

Another point to remember is that all the trade is not in novelty footwear and that these are many conservative lines which must be handled with the same vigor with which the newest novelties are sold.

Don't try and buy the total output of all the factory for any set time. Give someone else a chance to buy a few shoes, and it will be better for all concerned. An order, we will say, for eight 15-pair lots and a repetition on possibly four of them (for a similar quantity) is much to be preferred for both retailer and manufacturer, than 30 of each, some of which "stick." One naturally feels better for having sold them quickly, and the traveller gets a good reception the next time he calls.

Keep in touch with business houses that stock the most popular lines and let them carry the stock. You use the mails or express company and you will be money in the pocket. Of course, it is understood that this applies chiefly to women's shoes, that change in style so quickly, as there is no harm in buying your season's requirements ahead in staples, such as men's working boots, boys', girls' and children's and women's house shoes, and often the dealer has a chance to save an extra 5% by buying this class of merchandise, in case lots or even larger quantities, that is, providing the market is steady.

It is the Turnover that Counts

Apart from the market, do not let the quantity discount influence you too much, as it is far better to buy 12 or 15 pairs at a little longer price and clean these up, than to buy 30 pairs and have 10 or 12 pairs left at the end of the season to throw out on the bargain tables, or whatever way you use to dispose of the "short ends" and broken sizes.

The whole thing in a nutshell is "turnover." Keep your stock working and watch the shelf warmers. Buy little and often and you will kill two birds with the one stone in that you will always have your stock well in hand and that if anything new comes out, you can buy, and in that way you can always give your trade the newest.

Remember that the longer you keep shoes in stock, the more they are costing you in interest, depreciation, etc., etc. This is one of the biggest items in the overhead charges in the retail shoe game today and, consequently, one of the biggest leaks. What are you going to do about it?

The Wisdom of "Strictly Cash"

The "credit system" or charge accounts in connection with the retail trade has long been the "nigger in the wood-pile" with many otherwise well-managed stores and many failures can be traced to this practice. If the retailer would only stop to figure the thing out from a business standpoint, he would see where he cannot afford to continue this,—he hasn't the right in justice to himself to continue the practice any longer.

He has to pay for his goods in 30 days (the days of long datings are a thing of the past), and in many instances it is 2% ten days, and from this standpoint alone, how (unless he is blessed with practically unlimited capital, and very few in the shoe business are), can he expect to finance his customers, or a goodly portion of them, for from 30 to 90 days (and sometimes longer) and make any money on the transaction? He isn't making a cent but a good many retailers are persistently fooling themselves along this line and they think they could not do business at all unless they give credit.

Of course it will require a little nerve or courage to bring about a change of this nature but it can be

brought about in such a way as not to give any offence to any of your old customers.

The best and simplest way would be to make the change at the end of the calendar year, or your own business year, and advertise a complete change of policy, along the lines of cutting down your overhead expenses, etc., and selling in future on a cash basis, with a smaller margin of profit than you were able to do while giving credit. A circular letter outlining your policy, signed and mailed to every account on your books, would save unnecessary personal explanations and would insure the co-operation of all your erstwhile credit customers.

Once instituted as a cash store you will never have any regrets. The writer has in mind the most successful retail shoe business in the Maritime Provinces today which does a strictly cash business and the proprietors claim that their cash selling policy has contributed very materially to their success.

The chief whys and wherefores are that you can cut down your staff in the way of book-keepers and collectors, and that you are not helping to support a firm of lawyers and pay the losses on bad accounts and the interest on money tied up. That should be sufficient reason for any man who has his own best interests at heart. Many retailers will do well to think it over and decide to "plug the credit leak" next year.

Scroggins New "Happy Toes"

On a recent visit to the Scroggins Shoe Co., Galt, they were found to be very busy getting out numerous pairs of their new line of "Happy Toes" which have met with wonderful success. Changes are now almost completed to handle 250 pair per day of this new line, which is a considerable increase in the production of this new young firm. Orders are rolling in and the future of this concern is very promising.

Results Announced in "In-Stock" Essay Contest

The Murray Shoe Co. Ltd., London, have recently held a competition which has aroused wide-spread interest in the trade, offering valuable prizes for the best essay on the advantages of in-stock service, such as this company provides. The results of the contest are now announced. The winner of the first prize of \$50 is G. D. Humphrey, of Quebec City; the second prize went to Archie B. Zacks, of Peterboro, and the third prize was awarded to S. H. Ingram, of the Yale Shoe Store, Albert, Sask. Other prize winners were H. G. Lunney (Toronto), A. L. Wright, (Amherst), A. J. Chessum (Toronto), V. E. Taplin (Toronto), H. L. Hopkins (Toronto), Geo. J. Ree (Montreal), Geo. McVicar (Goderich), C. C. Spencer (Midland), Jas. E. Willis (Seaforth), E. F. Lavigne (Orillia), M. L. Levy (Toronto), J. E. Thompson (Lethbridge), D. A. Gibson (Portage La Prairie), Jas. Welch (Boissevain), Fred W. Horne (Fort William).

Some very clever and interesting points are brought out in the prize-winning letters, the first three of which are reproduced on another page. If you will turn to them, you will probably discover some good ideas which have not struck you before.

NurseryWelt PROCESS PATENTED 1923 Double Sole

Lining and Upper snugly laced into shoulder of insole and stitched through channel.

Insole solid all the way through, making it the easiest shoe on the market to resole.

No filling between the soles to form lumps to hurt the foot.

**"For Children:
Two Soles Are
Better Than
One."**



Illustrating the features of a new line of juvenile shoes which is being favorably received. The patented features are in the channelling of the first sole, the laying of same on last and the lasting proper, which, it is stated, is different from any other shoe previously made.

Shoe Store Gives First Shoes to Babies

When the Rowland Hill Shoe Store of London realized their hope of some time having a special department to take care of the children's needs in footwear, it was also considered wise to try out the idea of supplying the new babies with their first shoes. It was thought that not only the mother would be pleased beyond measure with the little gift of shoes for the baby, but most effective advertising would be procured for the new "Children's Own Shoe Shop" as the department was called, on the second floor.

This department by the way is something new for London but when the Rowland Hill business grew to be so large that bigger premises were necessary, the only solution was to use the second floor as a selling department for big children's trade that the firm enjoyed. This floor is now completely fitted up with play room, lavatory, drinking fountain, children's pictures, kiddie's chairs and almost everything that would appeal to the mother or child. Elevator service takes the customers from the main selling floor to this department. A complete stock, attractive surroundings and efficient fitting and selling service have produced the desired results. The children's business which was always a big feature of the Rowland Hill business has more than doubled with this new department.

The babies' card used is an exclusive looking little folder and the message and wording are very appropriate. While the idea has been worked with great success in other places, Mr. Hill has benefited by other's experiences and feels that his little card leaves nothing to be desired.

Quite a number of babies come to London and their names, which are secured from the registry office will inside of a year reach quite a total. However, each is sent the attractive little card, illustrated and printed on the best of paper and sent in a regular little announcement sized envelope. This effort entails some little work in addition to the cost of the shoes which are given out, but the results so far have been most gratifying.

Are you a member of your trade organization?

Specializes on Children's Trade

Mr. M. S. Hamilton, whose photograph is shown below, has recently opened an up-to-date Children's Department in connection with "Kendall's Smart Shoes." Mr. Hamilton first started in the shoe business with Mr. Fletcher Johnston, Stratford, Ont. Believing he could better his position in the west, he came to Winnipeg in 1907, where he became associated with Mr. W. T. Devlin, with whom he remained until Mr. Devlin amalgamated with the Ryan Shoe Co.



Mr. M. S. Hamilton

Mr. Hamilton then became connected with Robinson & Co. Ltd., Winnipeg, shortly afterwards succeeding Mr. Thorne as manager for two years. In the Spring of 1913 he joined up with the Yale Shoe Store, Winnipeg, and had charge of the children's department for five years. On the 1st of February 1923, after ten years service with the Yale Shoe Store, Mr. Hamilton opened an up-to-date children's department with Kendall's Smart Shoes, which store has only recently been opened by Mr. Kendall, late manager of the Hartt Shoe Store, Winnipeg. Mr. Hamilton, with his past experience, should make a success of his new venture, as he has a very thorough knowledge of the fitting of children's shoes. He is carrying a full line of Hiker Shoes for boys, and Globe Pillow Welts for misses and children.

Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

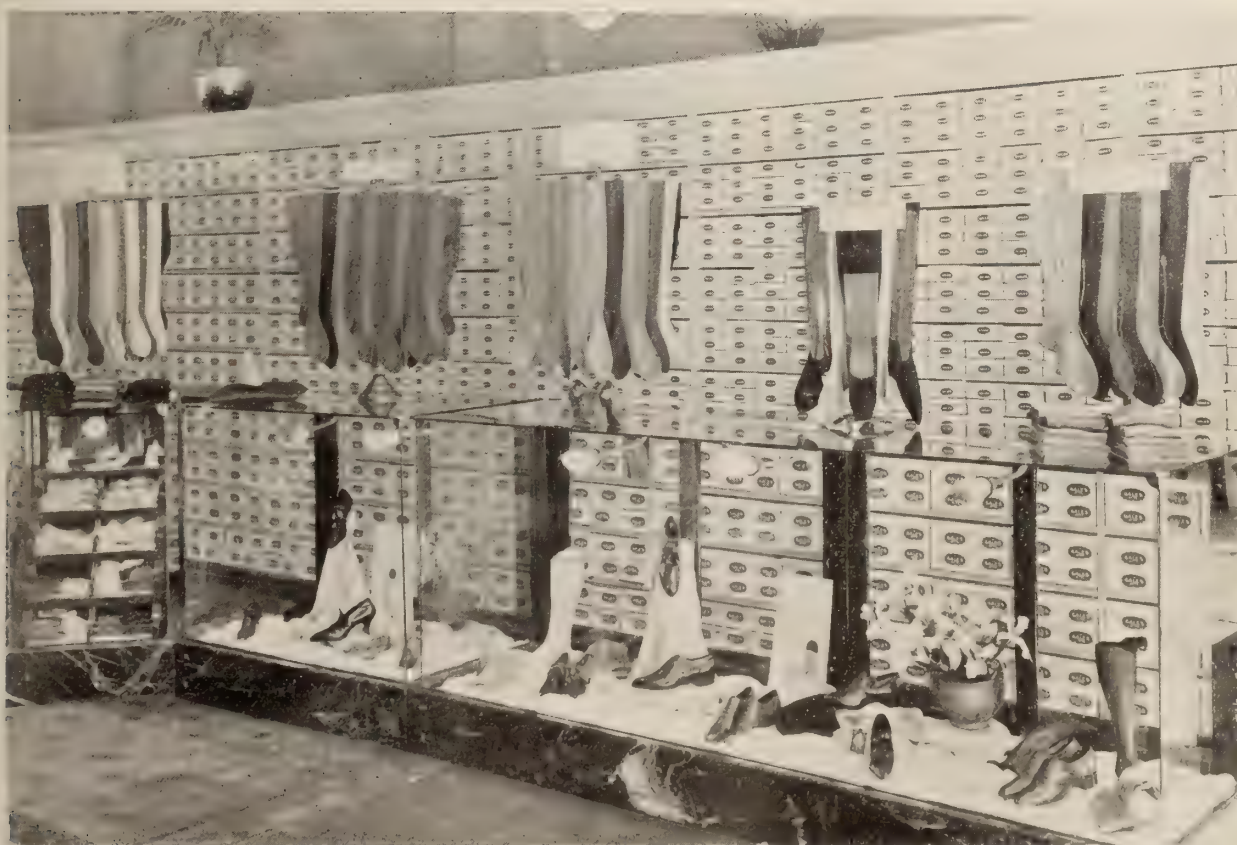
Persistent Attention Necessary to Success of Hosiery Department

"Speaking generally, a hosiery department in a shoe store must not be expected to result in large returns at first." This opinion was expressed by a Montreal retailer, who added: "Such a department has to be gradually developed. It can be made to give a nice profit if proper and persistent attention is paid to it. The department is a side line, but one which is worth while if it is looked after. While I appreciate the value of window and interior displays of hosiery, they can never take the place of personal solicitations, which is the most effective method of building up a hosiery department. Possible customers often overlook the showing of hosiery, whereas they are certain to give more or less attention where the personal element is brought into force. Direct the attention of every buyer of shoes to the fact that a stock of hosiery is kept—goods which will match the shoes. By all means show the goods, wherever possible because this often leads to sales. But unless a retailer boosts this department he is likely to find that the returns are small. We are all, consciously

or unconsciously, open to suggestion—and the suggestion implied in a display of any commodity is likely to be more and more effective if backed up by the personal touch."

Installs Repair Equipment

Owing to the heavy demand for high class shoe repair work, Mr. Gordon Green, Winnipeg manager of Dack's Limited, has found it necessary to install a Goodyear machine and stitcher, and has added to the repair staff to take care of this fast growing department. Mr. Green states that he intends to turn out nothing but the very highest class of work, and to practically remake a shoe where necessary. He feels that repair work done on a high grade shoe, like Dack's, should be done in their own shop, and under his own personal supervision. He looks upon a good repair department in a shoe store as a valuable asset, as very often when a customer brings work into the repair department, a sale of a new pair of shoes is made, and it also keeps the merchant in closer touch with his customers. This department will be in the basement of the store.



Geo. G. Gales & Co., Montreal, have recently transferred their hosiery department from the second to the main floor, close to the entrance. They believe in display and plenty of it, as demonstrated in the above photograph

Are the Druggist, Hardware Man and Grocer

Reaping Profits in Sidelines

that Should be Rung up on Your Cash Register?—Better Look Into the Matter and Find Out—The More Goods You Can Sell With the Same Rental and Payroll, the Lower Your Overhead—Why Pass up Any Likely Line?—Don't Just Stock Findings—Display Them and Sell Them

By OLIVER M. BROOKS

The atmosphere is full of comment, complaint and little marks of interrogation, (?) as to what is immediately in store in the way of future business for the retailers of shoes.

Leaving aside the important question of styles, quality, price and the public attitude toward buying, the very important factor remains that without any very great increase in the population of the Dominion there has been a decided increase in the number of stores retailing shoes both in the cities and the rural communities in the last few years.

This may be an error of judgment on the part of those that have picked on shoe retailing as the most attractive business investment, or the fault of shoe retailers who made rather large margins of profit during the palmy days and talked about it—or of shoe manufacturers and salesmen who in their sales enthusiasm and endeavor to secure new business encouraged new ventures, the ultimate outcome of which is still open to question.

Have You Overlooked Any Available Source of Revenue?

In Montreal, Toronto and other large cities the percentage of increase in new retailing business is high—very high—and dwarfs entirely the percentages made on population gains. It becomes instantly apparent then that if the former business volume of the established stores is to be maintained, it is absolutely imperative that the revenue loss caused by increased competition be replaced by other means.

Many of the stores have apparently realized this condition and are endeavoring to establish means to bring about the desired end. To them sidelines are no longer sidelines but mainlines and Shoe Findings has ceased to be a department conducted, way back down store in a drawer or under the cash register in a few shoe cartons, and has become **Findings**—written in letters of dignified importance and put way up front where everyone must see them.

Yet the apathy that is shown by many shoemen to the large and seemingly endless number of minor lines that may be profitably carried in harmony with shoe stock seems difficult to understand.

Why any shoeman who must employ sales help that normally can only devote something less than 30% of their time to active sales effort should be content to overlook the possible increased revenue to be derived by using some of that spare time in selling customers something they want but purchase elsewhere is almost incomprehensible.

Why let the Hardware, Departmental, Drug and Jewelry Stores Reap all that Extra Profit?

It is useless to argue that findings are difficult to

sell or are not sold, because the fact remains that they are sold and the shoe store is the logical place to sell them. Figures compiled by the findings, polish and sundries manufacturers prove the sales, yet they also prove another fact that does not look so good from the trade viewpoint—that the largest volume is sold in places other than the shoe store. One popular brand of shoe polish that enjoys a fair amount of advertising is 85% sold through grocery and similar stores. Seventy-five per cent of the shoe brushes sold in the Dominion reach the users through the hardware and departmental stores. When it comes down to fancy and fine leather articles that might easily be displayed and sold in certain shoe stores the drug and jewelry stores have made such a clean up that specialty salesmen have almost ceased to regard the shoe retailing establishments as prospects.

Consider the Harness Man and the Tin Lizzie

When the Gasoline Joy Wagon made its appearance and quickly replaced the driving horse, harness manufacturers large and small felt keenly the loss of business in fancy driving harness, one of their most profitable lines. They were not slow to cast about for other sources of revenue and a great many actually made capital out of the line that was injuring their business by commencing to sell automobile accessories.

It is not an uncommon sight to see a gasoline pump and service station outside the harness stores, particularly in the smaller towns.

Shoemen, while they cannot attribute any decrease in business volume to one particular cause as can the harness men, do not seem to have looked to other means of augmenting their revenue as have the men of trace and saddle.

True both branches of the leather trades have helped to retrieve their fortunes to some extent by intensively developing—or redeveloping perhaps we should say, since it is but the revival of an old condition—the repairing end of the leather business, particularly the repairing of shoes.

Opportunities that Should be Capitalized

But the hundred and one profitable lines already used by the public, which can easily be regarded as coming within the sphere of the retail shoeman and are generally roughly grouped under the broad heading of findings, continue to be neglected to a point that is hard to understand.

A few stores have sensed the revenue producing importance of these lines, the variety of which is such that they can be adapted to any community or class of trade, and have really given them excellent



J. C. Budreo, 1344 Queen St. West, Toronto, has recently installed some very effective window equipment which sets off the goods to excellent advantage. Fixtures were supplied by the Adjustable Dress Form Co. of Canada

representation, and in no case where the matter has been intelligently undertaken do we believe that there has been real cause for disappointment.

Put the Right Sales Person on the Job

We have one store in mind where the importance and possibilities of the subject were realized to the extent of creating an attractive and conspicuous little department of findings in a position near the doorway, so located that it could not be over-looked by anyone. This department was entrusted to the care of one of the lady clerks, who had proven herself a real saleswoman, with instructions to arrange the displays as she thought best and to give to this department what time it might need.

The thing was rearranged several times before finally settling down, because, as we have said, that clerk was a saleswoman and she sensed the immense importance of not merely displaying her sidelines but of attracting customers.

Did she? We'll say she did. Findings was soon the brightest, most attractive corner in that store. The displays in those plate glass cases naturally attracted the eye, veritable curiosity tantalizers, and looked good enough to eat. Success? Well she devotes her whole time to that section now and the proprietor of the store declares that for the space it occupies it is the most profitable section in the place.

To Buy Findings is the Obvious Thing

It is odd to see how customers invariably seem to just naturally favor that direction in passing in and out. The other clerks have ceased jollyng the subject now and admit Findings win—and like good sports they co-operate. Watch the lady that has just bought a pair of suede pumps how naturally she seems to notice that suede brush so carelessly placed just where her hand must almost touch it as she paused to look, or the fellow that has bought those heavy shoes "happens to notice" that waterproof dressing—and the National rings again.

In that store Findings are not being merely "handled" or "carried" or displayed, they are being sold.

There is the crux of the whole business. To make a success of Findings, or any other sideline for that matter, in the shoe store they have got to be made

attractive and sold. It is not enough that they be stocked in good variety and brought out when asked for. They must be displayed conspicuously—shown attractively, seasonably, suitably,—talked intelligently, preferably priced plainly and sold.

Sad Words—"They Might Have Been Sold"

Late March in Montreal—mud and slush on the streets—thousands of tramping feet in spattered and soiled shoes, a walk of seven blocks down both sides of the busiest section of St. Catherine Street, a careful survey of the shoe stores in that section and not one single solitary shoe brush or a tin of polish, dressing, or waterproofing in sight in any one of the windows. Some beautiful displays of shoes—But!

In different districts and localities the selection must vary to suit the store and the class of trade to which it caters. But the list is so large and the selection so varied that there is something that can be used as a revenue increaser in every store.

Gloves and Belts?

You have heard of the shoe store that sells hosiery—yes successfully, although perhaps it didn't just appeal to you. Then how about the other end of the human subject—Gloves, work gloves and dress gloves? Did it ever occur to you that the customer who trusts you to know shoe leather might also sooner trust you to know glove leather than the clerk in the haberdashery store? Then there is the middle of the subject—Belts, leather belts. Oui! Oui! they wear 'em—and buy 'em—from the man who sells woollens!

But perhaps you are more interested in the ladies' trade—and of course waists and belts are taboo. But why is it after you have talked to your fair customer for half an hour on fine leathers and have convinced her that you know whereof you speak and succeed in selling her footwear that she goes to the local authority on diamonds to buy that fancy leather handbag for which she pays nearly as much as the shoes and on which there is more profit. Of course you can't blame him.

Profit in Leather School Bags

Children's trade? Sure! Leather school bags? They use them in your district, don't they? Where do they buy them from? The man who sells leather

footwear or the lady who sells pens, ink and pins? One shoeman we know sells those little attache cases that are so popular with school children as a carry-all for lunches and literature; sells practically all that are sold in his town where there are seven schools, buys them in quantities and makes a little better than seventy per cent gross on them.

Do you cater to the young men's trade, the athletic youth? Is there a sporting goods dealer in your section? Baseball gloves, mits, guards, belts, ankle supports, footballs, punch balls and other leather sport goods.—Do they have to send away for them to some mail order house?

Why not Athletic and Travelling Goods?

Travelling goods, leather club bags, attache cases, hand bags, suit cases, etc., go well in some sections but would be a mistake in others. If you are an authority on leather in your district, perhaps there are some who would be glad of your advice when they want a dependable leather article.

Leather leggings, braces, spats, gaiters and leather aprons all have a sale in certain districts and could be handled by the enterprising shoeman who is looking for ways and means.

Among the lesser articles that harmonize and belong to the legitimate business of shoes and shoemen the selection is almost endless—laces, polish, dressings, buckles, straps, heel grip linings, heel lining repairers, insoles of cork, leather and composition, slipper soles, shoe brushes, polishing mits, daubers, selvets, arch supports, heel pads, bunion and callous removers, foot devices, foot powders, foot soaps, and don't forget a reliable corn remover or plaster. Shoe trees properly fitted by the shoeman into the good shoes he sells are a much neglected and underestimated item of possibilities. They help retain the shoes stylish lines, sustain the reputation of the store and increase cash takings.

Swelling the Balance on the Right Side

Coulter shoe holders, a wall bracket device for holding shoes while being shined off the feet, do not sound perhaps the most promising item, but at least one Ontario shoeman makes a hobby of showing them, sold four in one week in March, made \$1.10 each and will chuckle if he sees this, because he says he intends to sell some more.

Beyond adoubt there is additional revenue in "Boosting the sidelines" in any store, but the real revenue lies in actually selling them, not merely stocking them—and to sell them they have to be approximately selected, persistently and attractively displayed, introduced opportunely, demonstrated convincingly and sold in the real merchandising sense of the word.

New Line of Children's Shoes

A new line of shoes for children is being placed on the market, known as the "Pied Piper." This shoe is made by the Pentler & Shortt patented method of shoe construction, the features claimed for which are great flexibility in the sole and ease in repairing. It is Goodyear sewed and no staples or metal fastenings are used. The manufacturers are the Pied Piper Shoe Co., of Preston, and the exclusive distributors in the province of Ontario are Chas. Tilley & Sons, Ltd., Toronto. The intention eventually is to produce these shoes in a complete range, including men's, women's, misses', boy's and children's.

Making the Most of the Seasons

Here is a seasonable window display which brought a nice volume of trade to the proprietor of the store, Mr. F. Therrien, 241-247 Laurier Avenue West, Montreal.

Our friend Therrien does not believe in half measures. He gave up the whole of his window to an effective display of Miner rubbers—and did the thing right. Rubber footwear in all varieties was pleasingly and effectively set forth in a manner to arrest the attention of the passer-by. "Boy Scout" and "Girl Guide" rubbers were featured in attractive colored posters and window trimmings. The eye of the



An effective display of rubber footwear that brought business to Therrien's

French-speaking customer was held by a colored poster in front of the window worded "Boy Scout" et "Girl Guide" Caoutchoucs." Attention was directed to the trade-mark by a poster showing the sole of a rubber labelled "See it on the Sole," and further by a rubber inverted so as to expose the trade-mark prominently. All the window trim and printed material used in this display was supplied as a dealer-help in promoting the sale of Miner's "Boy Scout" and "Girl Guide" rubbers.

Mr. Therrien's enterprise was rewarded not only in a record volume of rubber footwear sales, but in the supplementary purchases of regular lines which the business attracted.

Are you a member of your trade organization?

Attractive Lines for Spring and Summer

Myles Shoe Company's representatives are now in their respective territories, showing the latest creations in this company's Footwear. Their line of sport goods for spring and white goods for summer is most attractive.

Geo. Robinson Established in New Quarters In Montreal

In the organization of a new company and the removal of his business to new and commodious premises at 20 Victoria Square, Mr. George Robinson, the well-known Montreal wholesaler, cannot but feel encouraged by the hearty good wishes of a host of friends.

In winding up the affairs of the old company and disposing of its stock, Mr. Robinson has given further proof of that efficiency which has been the hall-mark of his dealings with the trade for many years. He engages upon his new enterprise with the successful promise which a long and intimate connection with the trade justifies, and which a reputation for honorable business principles ensures.

Mr. Robinson's new headquarters at 29 Victoria Square are situated in the heart of the Commercial Metropolis within a few minutes' walk of the Windsor and Bonaventure Stations. They are light, airy, and commodious, and are admirably suited to the requirements of a busy wholesaler. With characteristic thoroughness Mr. Robinson has turned them inside out and made both interior and exterior a creditable and conspicuous feature of their locality.

Cleaners With Special Features

Chas. Tilley & Son, Toronto, are making a strong feature of their white shoe powder, "White Peak," which has been recently placed on the market. Some rather unique advantages are claimed for this cleaning preparation—first, that it will remove grass stains, which may be considered the supreme test of a white shoe cleaner; second, that it is waterproof. To demonstrate the latter quality, they take a shoe to which "White Peak" is applied and squirt ink and water over. The liquid simply gathers up in a ball and rolls off without leaving any trace. Tilley's suede powder is another timely item of merchandise which is being sold very successfully. The powder is guaranteed, when properly applied, not to streak the suede, which is a difficulty commonly encountered.

Tilley's policy is to cultivate the shoe trade exclusively and market their product through this medium of distribution only. They are going after business very aggressively this season. In the West, they are represented by Geo Wheeler, who carries a stock of their polishes in Winnipeg.

1922 Their Biggest Year

Not many concerns in Canada can boast of having made 1922 the biggest year in their history,—very many are ready to admit that it is the smallest. But there is at least one concern in the leather industry that can lay claim to the distinction of having set a new record in their business during this most difficult year. That concern is Edwards & Edwards, Ltd., Toronto. Yes, here is a company that has so

expanded during the period of depression that they are now forced to find larger quarters in order to take care of the increased demand. They are moving from their old premises at 27 Front St., E., to larger and more commodious premises at 79 Front St., E., where they will be in a position to maintain and improve their service to the trade.

Edwards and Edwards are optimistic regarding the prospects for the year 1923 and believe the indications so far warrant them in expecting a further expansion within the year that lies ahead. The range of their leathers, which includes sheep skins, moccasin leathers, glove leather, fancy and embossed leathers, is being made more attractive all the time by the addition of new lines.

Cashing in on Out-of-Town Business

Previous to a convention of school teachers held in Omaha recently, a local shoe retail firm got in touch with the convention hostess and secured a list of the names of the lady teachers who were expected to attend. The firm then got out a letter to each, extending a special invitation to visit its store. A style folder containing illustrations of the newest models in stock was also included. This advertising brought considerable business to the store.

Market for Ballet Slippers in Canada is Increasing

Many retailers do not realize the demand there is in Canada for ballet slippers. Interest in classical and toe dancing has gradually been increasing and in many localities this is growing to be a popular and coveted accomplishment. However, the business often fails to reach the local retailer, because he hasn't got the goods or his customers don't know he has got them. But that's not true in every case. One of the best-known manufacturers of ballet slippers in the world, A. L. Gamba, of London and Milan, has some Canadian accounts through which a considerable quantity of their goods are distributed.

The St. Andrews Golf Shoe

The Tetrault Shoe Mfg. Co., have been giving special attention recently to their St. Andrews Golf Shoe, the introduction of which last year created somewhat of a sensation in the trade. During the month of April they are putting on a special campaign in order to put this shoe across with the golfing public. It is to be advertised in all centres where golf is played. The intention is to appoint agents at these points. About twenty agencies have been arranged so far.

The St. Andrews shoe is shown in several patterns. A feature of its construction is freedom from all seams which might hurt the foot. The construction is patented. It is made for both men and women—the only line in which Tetrault cater to the ladies.

Are you a member of your trade organization?

A Repair Business that Does Credit to the Trade



Mr. Thomas Stafford, the proprietor of a repair and custom shoe store at 876 St. Catherine Street, West, Montreal, is one of the fast-disappearing species of real all-round shoemakers. The number of those who can make a complete shoe is rapidly growing less, giving place to men who are efficient only in one or two of the many branches which now make up the trade. Mr. Stafford learned his business in England, where he worked for many years for some of the best known custom shoe makers—in the West End of London. For the last fifteen years he has resided in Canada, so that he is quite familiar with our ways of doing both shoe repairing and custom work.

A Shop That Attracts Customers

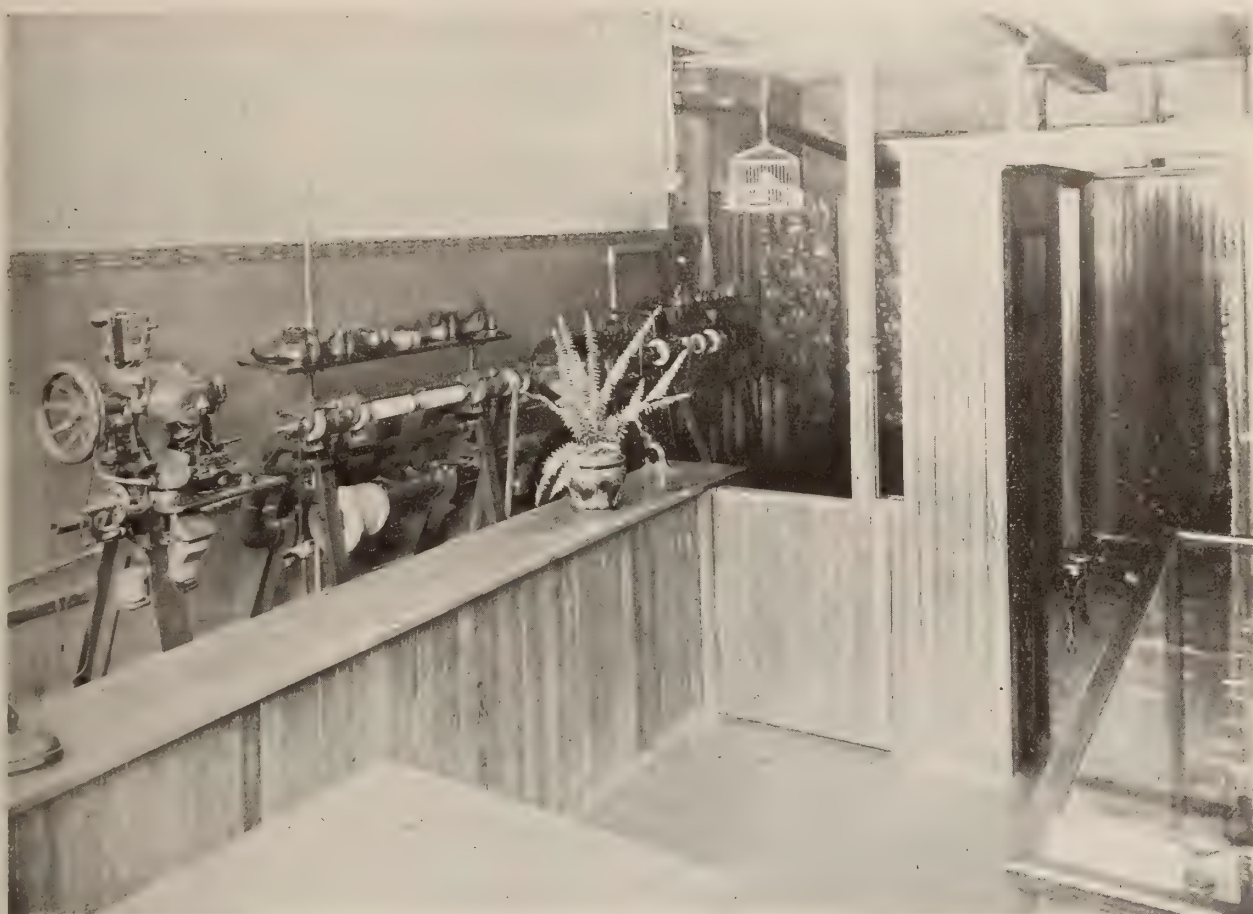
In September last he opened a store on St. Catherine Street, West, Montreal. And a nice, bright, clean store it is—a commentary on the fact that there

is no more reason why repair shops should be dingy and unattractive than there is for stores doing another class of trade. The public will patronize clean and bright stores in preference to those which are untidy and sometimes dirty.

Mr. Stafford's store has two windows, with a central entrance. In one window he displays women's custom shoes and in the other men's shoes made to order. In both there are samples of polishes, brushes and other shoe findings. The interior fixtures are of B. C. fir. One portion of the store is set aside for an 18-foot United Shoe Machinery Company's outfit, with stitcher, and a Singer sewing machine and a sole splitter. These are located behind the counter. On the opposite side is a show case containing a very large assortment of shoe findings, and in this connection Mr. Stafford stated that he found shoe findings to be a profitable side line.



Stafford's Shop in Montreal is neat, clean and comfortable. Note how tastefully the little fitting room is furnished where clients wanting custom-made shoes are attended to



Another view of Stafford's Shop, showing part of the mechanical equipment. There is also a workroom at the rear

Fitting Room Comfortably Furnished

On the same side, Mr. Stafford has erected a fitting room, constructed of B.C. fir. There are two entrances, the one nearest the door being fitted with a curtain on rods, which enables the customer to have the desired privacy. The room, furnished with a carpet, a large settee, and a fitting stool, has quite a cosy appearance. Beyond this is a room for storing leather, and at the rear is a workshop. Mr. Stafford has also a bench for his own use. He has under consideration a re-arrangement by which all the machinery will be grouped in the rear part of the store.

Mr. Stafford has some ideas of his own concerning the repair trade. In his opinion, it is not possible to do everything by machinery. It can in one sense, of course, be done, but he believes that the best results in some special cases of stitching, for instance, are only secured by means of hand work. It pays, he says, to do the best work and use the highest grade of materials in repairs. For that reason he cuts his own soles. He is also of opinion that it is more economical to cut the soles than to buy cut stock. By this method he is able to use up every piece of leather for risings and other work. He is a great believer in utilizing every piece of leather, and thus securing the largest possible amount of profit on the work. "The shoe repair business is a good one," he remarked, "if it is properly conducted by a man who knows the trade. This is essential

to success. Treat your customers with civility, use them right and they will stick by you."

Custom Work Forms a Profitable End of the Business

Mr. Stafford does a nice business in his custom branch. He makes many classes of boots and shoes, from those for evening wear to riding and fishing boots. Special lasts are purchased, the upper being cut and, if necessary, perforated on the premises. Mr. Stafford is now making special football boots from his own design. As an old football player he found the ordinary football boot deficient in providing sufficient protection against the jarring effect produced by kicking the ball. To remedy this he is making a boot with a felt backing of the tongue which he claims will minimize the shock incurred by kicking.

Believes in Advertising

A man may be as efficient as possible, but he will not go far in building up a business unless he lets the public know that he has that efficiency—that he can repair shoes in a first rate fashion and can make good shoes. Mr. Stafford has told the public what he can do by issuing the following four page leaflet, entitled "Rebuilding Your Shoes—and Building New Shoes" by Stafford. It reads: You cannot afford to pass Stafford. If you are one of those folks who believe in the wise economy of shoe repairing, and

When in Doubt, Consult the Question and Answer Dept.

Every repairman, at some time, runs into little problems in the operation of his shop that puzzle him, and often he is at a loss as to where to turn for a solution. But the difficulty that is new to him is nearly always an old one to someone else—nine times out of ten the solution has already been worked out elsewhere, and if he only knew where to seek the information he would be saved a good deal of trouble.

We want our readers to feel that the place to turn in cases of this kind is to "Footwear." In our next issue a "Question and Answer Department" will be initiated and we want every repairer who has a problem of any kind that is troubling him, whether it be with regard to technical or mechanical points in workmanship or with regard to matters of management and selling, to feel free to write to the editor of this Department. We think we can assure him of assistance.

know the comfort that can be derived from the well repaired shoe that has already been "broken in," send along your next pair of shoes to be repaired by "Stafford." They will come back to you looking practically as good as new.

So much for the "rebuilding" of your old shoes.

And when it comes to the "building" of new shoes, we can fit you with a pair, made to your measure, that will feel like old friends the very first time you put them on your feet.

Once you wear a pair of "Stafford" shoes, made to your measure, you will never buy any other kind.

One of my customers left Canada some time ago to live in France. He still sends to me for his shoes, paying mailing charges, duty, and loss on exchange—but he insists upon the comfort and wear he can only obtain in "Stafford" shoes.

I would like to serve you either in "rebuilding" your old shoes, or "building" your new shoes.

Support the Federation

Another few months and the annual convention of the Ontario Federation of Shoemakers and Repairers will be at hand. When you're not thinking about the problems of your own particular business, give a thought to the success of the convention. The Federation deserves your support. If it is supported the way it ought to be, it's going to be of real assistance in removing some of the obstacles that have been affecting the trade as a whole and which you yourself may have found a stumbling block in the way of successful and profitable operation.

But remember, nothing worth while in this life is ever secured without being paid for. The man who looks for something for nothing, while he may sometimes perhaps seem to get it, pays for it in the long run in his reputation with his fellows and in the loss of his own self-respect.

If the Federation is to be carried on successfully, it must be financed. Even a Flivver can't run without gas, and an organization can't operate without cash. It's not running on a down-grade, where all

that's necessary is to give it a push at the top and—away she goes, boys, and we'll all pile in and have a free ride. No! It's rather a situation in which there's a good supply of "gas" needed and where at times the passengers must get out and push until we finally get over the rocky piece of road we have been travelling for the last few months.

The Brantford boys, in whose hands are the convention arrangements, are hard-working, wide-awake and enthusiastic. They're giving a great deal of their time to preparations for the event and are determined to make a success of it. We think every one who has had anything to do with the Brantford men realizes that they are putting themselves into it to the very limit. Every repairman who is genuinely interested in association work will give them the support they deserve.

Good Business

Despite the recent unfavorable conditions in the repair trade, some nice business has recently been coming the way of Universal Shoe Machinery, Ltd., Montreal. A number of export orders have been filled, including a special model FA finisher, a Universal combination clincher slugger, and a Universal model "S" stitcher, shipped to Italy, and 500 lbs. of Universal clincher fasteners shipped to Enoch Taylor & Son, Sydney, Australia.

The company has recently installed a model "S" stitcher and other equipment with Mr. J. L. Paquin, of Three Rivers, Que., who has enlarged his up-to-date shoe repair shop. Mr. Paquin's shop is now one of the best equipped in Three Rivers.

Two Universal Rubber Boot and Shoe Vulcanizers have also been placed lately—one with the Wilkinson shoe store, Windsor, Ont., and the other with the Super-Service Repair Shops at Hamilton.

Do not build heels with dry lifts as the edges will appear fuzzy and rough. Have your top lifts and heel building material properly tempered for the quickest and best work.

Seventh Annual Banquet of Toronto Assn. Was Real Calamity-Chaser

Good "eats," good music and good fellowship make a pretty fair combination. As a recipe for chasing away the blues, you can't beat them. When you get around a banqueting table with a bunch of real fellows, you don't have to pack all your troubles in your old kit bag—those troubles just naturally seem to melt away like the last snows of winter before the spring sunshine.

That's the kind of an affair the Seventh Annual Banquet of the Toronto Shoe Repairers' Association was. The "eats," the music and the speeches were compounded in just the right proportion, and all were of a quality that a bunch of live shoe repairers appreciate. The trade has been having its bumps of late, but the men who gathered at the King Edward Hotel on the evening of March 7 were by no means "down in the mouth." They didn't talk blue ruin or Bolshevism, but took a cheerful, but sane, view of conditions, which they are confident will improve as the spring opens up.

Mr. J. Weir, the recently-elected president of the Association, occupied the chair and bore the honors of the evening gracefully. There were a number of noteworthy speeches and also much noteworthy singing. Many of the Toronto boys are noted for their vocal ability, and with some of the Hamilton, Brantford and St. Catharines boys there to help them, some of the choruses sounded like a combined effort by the Mendelsohn and Elgar choirs. We are almost encouraged to suggest that a Federation male quartet should be formed, comprising Arthur Butterworth, first tenor, Frank Revell, second tenor, Walter Stevens, first bass, and Walter Legg, second bass. We may not have placed all the boys in just their right musical category, but we know for a fact that Arthur Butterworth will undertake to sing the "Old Gray Mare" in any key or any vocal range that anyone cares to suggest, from soprano down. And while speaking of music, of course it should be mentioned that Joe Williams was the chief entertainer of the evening and certainly pulled off some real pep-producing, gloom-dispersing numbers.

Friendly Inter-trade Relations

But of course we mustn't forget the speeches. The first toast of the evening was that to "The Wholesale Trade," which was proposed by Mr. E. A. Smallwood. Mr. Smallwood spoke of the very friendly relations which had always existed between the wholesalers and the Toronto Association. He said they had helped along the work of their organization in every way and that the repairers desired nothing more than that both elements of the industry should continue on the same terms of cordiality. One point to which he hoped the wholesalers would give their thought and consideration was with regard to allowing new repairers to enter the field who were lacking in the requisite business experience, capital or character and who tended to lower the standard of the trade both as regards workmanship and remuneration. Under the present difficult conditions, men of the cut-price,

botch-job type were doing the legitimate repairers great harm.

The speaker suggested that a conference be held between representatives of the wholesalers and the Toronto Association to discuss the situation and see if it could in any way be ameliorated.

The toast was responded to by a long list of wholesalers representatives who were present, including: Beardmore & Co., I.T.S. Rubber Co., Gutta Percha & Rubber, Ltd., P. B. Wallace & Sons., Beal Bros., Chas. Tilley & Sons, Harry King, C. Parsons & Son, Nuggett Polish Co.

Wholesalers Ready to Co-operate

The gist of what these various speakers said was that they would be very glad to do anything they could to improve conditions in the repair trade, that they were more interested in having their present accounts on a sound financial basis than they were in opening up new ones, and they were very carefully investigating any new men who were attempting to break into the business at the moment. The officers of the association were also assured that the wholesalers would be ready to meet their representatives at any time to discuss any phase of the situation in the trade.

"The Craft"

The toast to "The Craft" was, very fittingly, proposed by Mr. S. Burnett, who is himself a craftsman of the old school and at the same time the proprietor of an up-to-date business. Mr. Burnett spoke briefly, referring to the conditions of to-day rather than the past history of the craft. The slump, he believed, was only a temporary matter, though more severe than usual. Business would undoubtedly improve in the near future, though there might in the meantime be a further weeding out of the weaker element in the trade.

The response to this toast was made by three of the most enthusiastic association men in the country, Messrs. Frank H. Revell (Hamilton), Chas. Pettit (Brantford), and Walter Legg (St. Catharines). Not one of them but had a word of cheer and encouragement. "Stick by the association, boys," they said and the old ship will come sailing home all right. Mr. Legg made reference to the hopeful signs of the spread of organization work in various parts of Canada.

No annual banquet of the Toronto Association would be quite complete, without something from "Charlie" Robinson, the father of the organization. Mr. Robinson spoke only a few words, but they were sufficient to show that he has not lost his "pep" nor his old-time enthusiasm for association work. Another pioneer of the Toronto Association, Mr. H. A. Hayward, was also called upon for a few remarks, after which the event came to a close with the National Anthem.

Are you a member of your trade organization?

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Mr. William McLean has recently joined the selling organization of the Hannahsons Shoe Co., of Haverhill, manufacturers of fabric footwear novelties. Mr. McLean is well known in the western territory, having covered this section for many years with high-grade Canadian lines. He believes in Hannahsons shoes as quick sellers, and profit-makers, and he is interesting many Canadian merchants in this popular line of footwear.

Robt. D. Ayling, the popular representative of Church & Co. and other British concerns, has recently returned from a selling trip in the States, during which he visited New York, Chicago, Detroit, Scranton, and a number of other U.S. centres.

Rutledge & Jackson, clothing and footwear dealers, Fort William, Ont., are reported to have suffered loss by fire.

A. V. King has purchased the shoe business formerly operated by Jas. O. Watson in Victoria, B.C.

Ad. Guilbault, a shoeman whose name is familiar in the Montreal shoe trade, has recently taken charge as manager and buyer for J. A. Brunet, 687 Ontario St., Montreal. Mr.



Mr. Ad. Guilbault

Guilbault has built up a reputation for himself in the business during over seventeen years' service as manager of the J. G. Watson store.

Several additions have recently been made to the sales staff of the H. W. Pearson Shoe Co., Toronto. G. W. Fraser is now covering part of the Niagara Peninsula for the company, J. F. Kennedy is calling on the trade in the Northern Ontario territory around the "Soo," and R. M. Drysdale covers the Ottawa Valley.

The Ontario representation of Daoust, Lalonde & Co., Montreal, has been taken over by W. E. Young, a veteran shoe traveller who is very familiar with the territory. Among the firms which Mr. Young has previously represented were Getty & Scott and the Williams Shoe, Ltd.

In a recent disastrous fire, the plant of the La Duchesse Shoe Co. Reg'd, Montreal, was completely gutted. The factory of Charbonneau & Deguise, which is located nearby, also suffered serious damage.

The firm of Gagnon & Arcand, shoe manufacturers, Mon-

treal, has been registered by Laurent Gagnon and Alexis Arcand.

Cut Rate Shoe Store, Toronto, has been registered.

Two new shoe businesses have been opened up in Cobourg, Ont., one by H. B. Thompson and the other by Mr. Burns (formerly with Perth Shoe Co.)

A retail shoe store including a repair department, has been opened in Ingersoll, Ont., by J. Bryant. Mr. Bryant is a returned man and is minus his left leg as a result of active service at the front.

Messrs. John Agnew, Ltd., have recently purchased the attractive and well-located shoe store formerly operated in Ingersoll, Ont., by Thompson & Wild. P. W. Pequegnat, who was with Agnew's Brantford store for five years, has been appointed manager of the new store.

L. M. Ede has purchased a fine shoe store in Woodstock, Ont., from A. J. Gahagan at 427 Dundas St. The windows of these premises have recently been remodelled. The floor space is unusually large, running back a distance of 125 ft.

W. I. McCartney has opened up in the shoe repair business in Minnedosa, Man.

H. F. Wix, shoe repairer, has suffered loss by fire.

Hamilton Shoe Repair Works, 392 Danforth Ave., Toronto, reported dissolved.

Windsor Shoe Store has been registered, located at 1440 Gerrard St. E., Toronto.

Universal Shoe Co., Montreal, has been registered by Wm. Palombo.

J. Welch, shoemaker, Strasbourg, Sask., has passed away.

The Cabri Shoe Store, Cabri, Sask., is reported sold to Winograd, of Burstall, Sask.

I. Lazzari, shoemaker, Simpson, Sask., is reported discontinuing business.

The Turn-Welt Shoe Co., Ltd., Montreal, has taken out a charter.

Shannon & Co., shoe dealers, Prince Albert, Sask., succeeded by Fred Henderson.

O. Barriere & Co., shoe dealers, registered by Thos. Dussault & Omer Barriere, Montreal.

Montreal Shoe Store, Montreal, was recently damaged by smoke and water.

Stock and fixtures of Marcello Shoe Co., Port Arthur, were recently sold to Frank Pugliano.

On March 25th a disastrous fire occurred at the plant of the Brandon Shoe Company, Brantford, Ont., incurring a loss estimated at \$200,000. All that is left of the three-storey brick factory, is the vault, the stack and boiler house (the latter gutted) and a mass of ruins. A. Branodn, the president, states that he expects the plant will be rebuilt.

D. Gledhill has sold his shoe business in New Hamburg, Ont., to A. J. Roos, of that town. Mr. Roos is a shoeman of long experience, having followed the game since his boyhood. In addition to the retail business, he is operating a repair shop at the rear of the premises.

It is reported that the establishment of a shoe factory at Chicoutimi, Que., is planned by Wm. Murdock.

M. L. Diamond has closed the branch shoe store on Main St., Hull, Que., and has transferred the stock to his

main store at 124 Rideau St., Ottawa, in order that the entire business may be carried on under his personal supervision.

A new retail shoe store has been opened at 112 Wyndham St., Guelph, Ont., known as the Manufacturers' Outlet. It is operated by W. E. Knechtel, a shoeman of eleven years' experience. The premises are quite large, extending to a depth of 107 feet.

An up-to-date repair business has recently been started on King St., Waterloo, Ont., by Herbert Weiler. As side lines, Mr. Weiler operates a shoe shine parlor and also carries a stock of trunks. He expects, in the near future, to branch out into the retail shoe business.

Hugh Hennessey, formerly manager of the Shoe Department of the Daly Co. Ltd., which lately closed its Ottawa store, has leased premises at 305 Bank St. in that city and is opening up in the shoe business on his own account.

It is understood that the Columbus Rubber of Montreal, Limited, will shortly erect a three-storey extension to their plant, which will give them an additional floor space of 20,000 square feet.

A thriving shoe repair and made-to-measure business is operated at 243 Slater St., Ottawa, by Mr. J. Hackett. Mr. Hackett has not been long established in his present premises, but since moving there he reports that his trade has been steadily increasing. In order to handle the extra volume of work he is planning to add a large finishing machine, and also a treeing machine, to his present equipment.

The branch factory of Oscar Rumpel (Kitchener) at New Hamburg, Ont., which was closed down for a few months last summer, is now running full swing again. Leather bedroom slippers are now being produced, in addition to the felt slippers to which the plant was formerly devoted exclusively. Ersiles Migliarini is manager of the New Hamburg factory.

A. C. Grabill, of Walkerton, Ont., has recently purchased the shoe store formerly owned by Chas. Petteplace and is carrying along successfully with a full line of footwear.

R. Hurst, of Stratford, Ont., returned veteran, has recently purchased the retail shoe business of R. Waddington at 233 Douro Street, Stratford, Ont. The store is also well equipped for all first class repair work.

L. W. Wilkie, of Stratford, Ont., has recently started a high class shoe repair business with store well located and fully equipped to handle all kinds of repair work.

Mrs. J. Studley Ashplant, of London, Ont., has returned after spending a month in New York with her daughter.

R. H. Robinson, of Blyth, Ont., has opened a repair shop in the Commercial Hotel and will also repair harness.

After being in business at Aylmer, Ont., for some years, Geo. Sears has disposed of the Sears Shoe Store to his son Huron.

F. T. Zimmer, shoe merchant, at Petrolia, Ont., is adding a new department for men's and boys' furnishings.

Mr. and Mrs. D. R. Owen, of Delaware, Ont., have the sympathy of a wide circle of friends in the death on March 29 of their daughter Norma. Ira Owen, of the Owen Shoe Store, London, Ont., is a brother.

C. McNeill, of Mull, Ont., sustained a heavy loss when his store and dwelling above were completely destroyed by fire.

J. Morrison, of Highgate, Ont., has opened a repair shop on Main Street.

A. W. Hoffer, of Elmira, Ont., who has had long experience in the manufacture of felt bootees, has recently gone into

the production of leather bootees in addition to the former line. His plant is efficiently equipped for turning out both these types of footwear.

The Provincial Cut Sole Co., which was formerly located at 15 Queen St. N., Kitchener, Ont., is now established in its new, and more commodious, premises at 311 Victoria St. in the same city. Since moving into their new quarters, the company has installed additional machinery, which more than trebles its output. Six machines are now kept in operation, as compared with two in the old factory. In addition to cut soles, the plant is equipped to furnish the trade with buffed insoles.

Mr. Griffith B. Clarke, of A. R. Clarke & Co., and Mrs. Clarke, sailed on March 21st from New York on the S.S. Providence for a two months' trip to England, France, Germany and Austria. Mr. Clarke is making the journey in the interests of the firm's export business, which is quite considerable in these different countries.

The shoe repair business formerly operated at 207 King St. W., Kitchener, by A. J. Thorn, has recently been taken over by A. J. Fritz of the same city. The shop is well located and in good condition.

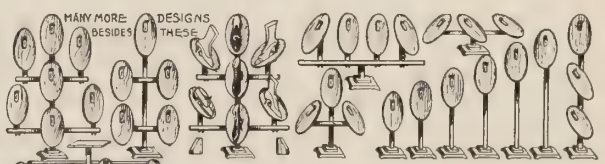
H. Rotganze, a progressive Kitchener retailer, who has been operating a general store in that city for the past two years, has extended his business by the establishment of a store devoted exclusively to footwear, which is known as the Sample Shoe Market. These premises are on the main street of Kitchener, at 216 King St. W. Mr. Rotganze is not by any means a tenderfoot in the shoe game, having had some twelve years experience in the handling of footwear.

W. E. Woelfle (Woelfle Shoe Co., Kitchener) and Mrs. Woelfle have recently returned from a two months trip in the West, during which they visited the principal cities of the Prairie Provinces and also Vancouver and Victoria. They rounded out their travels by a motoring tour in California with Mr. McBrine, of L. McBrine Co. Ltd.

One of the oldest—if not indeed the oldest—of Canada's leather men has passed away in the person of Mr. James Quinn. Mr. Quinn, whose death took place in Toronto on March 21, had reached his 93rd year. He was a pioneer resident of Owen Sound, Ont., where for many years he conducted a tanning business.

MAN WANTED capable of managing shoe factory, present capacity about 300 per day. State experience, salary expected, giving references, to Box 201, Footwear in Canada, Toronto.

TRAVELLER WANTED—With connection in Niagara Peninsula to carry high grade line of findings on commission. Apply by letter or in person to Canadian Shoes-Findings-Novelties Co., No. 2 Trinity Square, Toronto.



Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

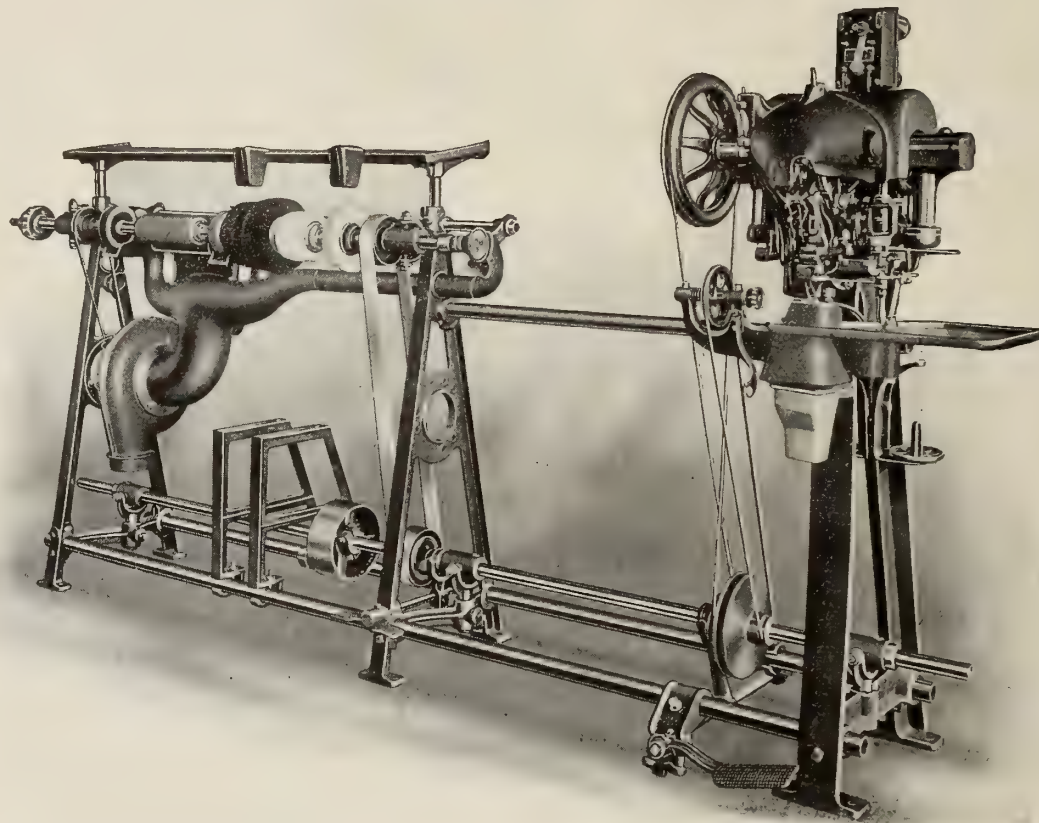
Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

The Oscar Onken Co. 5951 4th St. Cincinnati, O.

THE BEST TIME

TO INSTALL SHOE REPAIR MACHINERY

IS NOW



10 ft. Goodyear Outfit Model P.

*A moderate size of good capacity
— Built in our Montreal factory*

THE BEST KIND IS GOODYEAR

The Accepted Standard of the Successful Shop

Installations made now allow the operator to become familiar with new machines before the spring rush.

There is a Style that is just suited to your requirements
Installed on Terms that you CAN afford.

Write for the complete Goodyear Catalogue and terms today

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

QUEBEC
28 Demers Street

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses', and Children's Goodyear Welt, Turns, and McKay sewed shoes

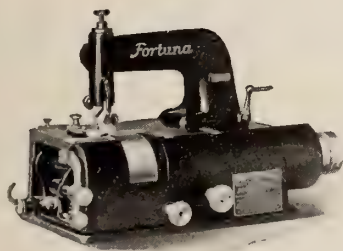
Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality
footwear finishes



THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian
and English equivalents, 1/2. For the distributor.

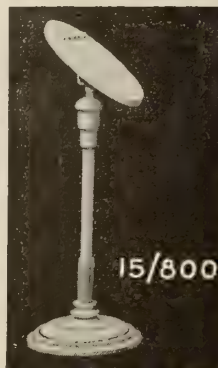
HALFORD PUBLISHING CO. LTD.

4 MARKET PLACE, LEICESTER

A glance will tell you all you need to know

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO



Here's a Shoe Fixture

Low in price and built in the strongest possible way.

This fixture can be finished in Antique, Gold, Bronze—or even a Polychrome decoration.

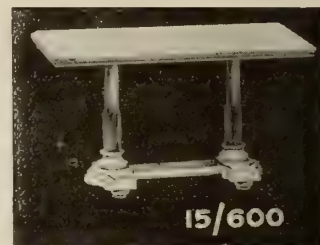
CLATWORTHY & SON

LIMITED

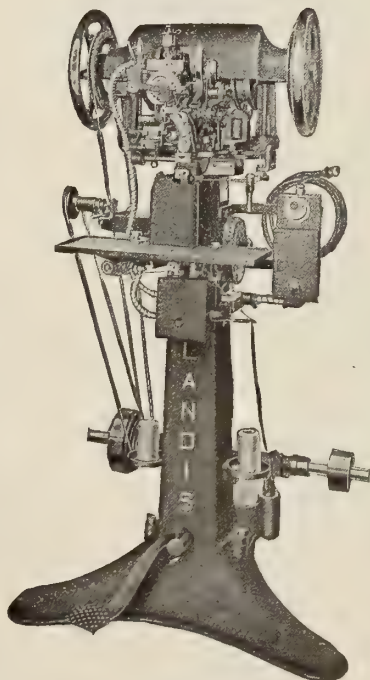
161 King St. West,

Toronto, Ont.

A complete line of Hosiery Fixtures and forms all in stock.



LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

WITH this issue we inaugurate the Manufacturers' & Leather Section of "Footwear in Canada." An early feature of the Section will be a general discussion of the Leather Industry in Canada, its annual production, the number of firms engaged in it, grades and quality of leather produced, export business, and so forth. This will be followed by articles on the international hide and leather markets, the upper leather situation and the sole leather situation in Canada. Another important feature will be a comprehensive outline of the latest developments in mechanical equipment for the shoe factory.

In this, or future, issues, as space permits, such subjects will be taken up as: Efficiency in the Cutting Room; What the Shoeman Should Know about Shoe Fabrics; The Relation of Lasts and Lasting to the Character of the Shoe; The Evolution of the Wood Heel; Making the Finish Sell the Shoe; The Place of Composition and Substitute Soles in the Shoe Industry; Linings—and your Reputation; Figuring Costs in the Shoe Factory; Standard Sizes for Shoe Cartons; The Co-ordination of the Various Departments in the Factory, etc.

What the Knife Revealed



THIS VULCO-UNIT BOX TOE, waterproof and perspiration-proof, has stood up to the end.

That's why it is used by leading shoe manufacturers, and specified in the orders of wide-awake retailers everywhere.

Specify the Genuine

VULCO-UNIT BOX TOE

Apparatus, Process and Products Patented

The Genuine "VULCO-UNIT" BOX TOE is made and sold only by

BECKWITH BOX TOE LIMITED
SHERBROOKE - QUEBEC

The largest manufacturers of box toes in Canada

Conditions Since New Year Have Checked Progress, But— Leather Industry is on Sound Basis

Uptrend Last Year Represented a Genuine Improvement, not Merely Result of Artificial Stimulus—Business Slightly Ahead of Same Period in 1923—Industry Only Awaits Opening of Retail Outlets—Resuscitation of Repair Trade with Spring Weather Will Have Immediate and Marked Influence on Sole Leather Demand—Prices of Upper Stocks are Holding Steady, for Most Part, with Some Upward Movements Noted.

The situation in the tanning industry in Canada may perhaps be most accurately described by the term, "stationary." Last year, in the fall, particularly, the industry seemed to be getting up steam, ready for an up-grade movement, and indeed there was very appreciable progress made towards a more satisfactory and profitable business level. However, the tanner, in the final analysis, depends for his activity upon the shoe retailer and the repairer, and if these two final links in the chain of industry are inactive, the producer of the basic material, leather, cannot hope to enjoy a high-pressure demand. The condition of torpor that has existed in the shoe stores and repair shops has clogged the outlet and naturally the reaction has been felt by the tanner.

While the leather trade has not had the continued activity of demand that many had looked for, at the same time its condition is fundamentally sound. There has not been any marked downward reaction following the upward movement. Had the firmer tone which became evident during last year been merely the result of an artificial stimulus, the bottom would be knocked clean out of the market again today and the last state of the business would be worse than the first. And despite the temporary torpor of the retail trade, tanners report that busi-

ness up to the present is a little ahead of the same period last year.

In the upper leathers, heavy staple lines are reported in moderate demand, with finer lines somewhat slower. Sheepskins for trimmings are in good demand and have shown an advance of two or three cents within a few weeks. Side leathers are holding steady, with a firmer tendency if anything. Calfskins are in about the same condition. No. 1 calfskins are quoted at from 45 to 50 cents at time of writing, in colors, and blacks 40 to 45 cents. Black side leather runs from 24 to 26 cents, and retans in chrome sides 26 to 28, in black, and 28 to 30 in colors.

The sole leather business has probably been most affected during the past few months owing to the conditions of the repair trade, through which a considerable proportion of its output is marketed. However, toward the latter part of March there has been an appreciably increased demand from that source, which has helped to liven up the business.

There has been some reduction in the prices of sole leather hides since the beginning of the year, but this has been almost entirely seasonal. The hides offering at this time of the year are grubby, and tanners state that, quality considered, they are no cheaper at the lower price than were the better grade hides sold last fall.

Latest Developments in Mechanical Equipment for Shoe Factories

New Machines Designed to Meet Present-Day Demand for High-Pressure Conditions of Operation—Improved Methods of Attaching Wood Heels and Several Other Contributions Toward Greater Efficiency—Adapting Leather Shoemaking Equipment to Rubber Shoe Factory Requirements.

Among the recent developments in mechanical equipment for the shoe factory is a comparatively small splitting machine, of the band-knife type, this machine having a capacity of 12 inches in width compared with machines having a capacity of 36 in. to 101 in., which have formerly been made, particularly for the tanning trades. This machine has been carefully designed, accurately built and is easily adjusted. An automatic grinding attachment keeps the knife in proper shape for accurate splitting of all kinds of upper leather and certain grades of heavier leather, such as belting, material for welting, etc. With this machine parts of uppers, such as strap quarters, can be accurately split after cutting without any objectionable effect, such as stretching or distorting of the straps.

Twin Sole Moulding Machine

Another machine recently introduced is a heavy type twin sole moulding machine intended particularly for Goodyear welt work. This machine exerts its pressure by gradual steps, which has the effect of conforming the sole more closely to the shape of the mould, and avoids any breaking of the grain; the final pressure can be adjusted to meet any desired condition.

A new machine has been provided for blacking or staining a margin of the desired width on the upper side of the sole or welt. This operation is performed before the sole is attached. The machine is in effect a power-driven atomizer which sprays the blacking or stain by means of a pneumatic pump, a fan being provided to take away any surplus spray which might otherwise arise as a result of the operation.

For the operation of assembling a new machine has been provided which inserts tacks at three points in the heel portion of the shoe, using loose tacks of any desired size instead of the strip tacks, as in earlier models. Provision is made for using two sizes of tacks, if desired.

New Equipment for the Lasting Room

A new type of pulling-over machine has been developed for use on turn shoes, which inserts any number up to eleven tacks in the forepart and toe portions of the shoe, thus holding the upper in place with very little, and in many cases no further operation of lasting.

For the in-seam trimming operation on welt shoes a new machine has been produced, which is much more efficient and easier to operate than older types.

For the lasting operation new machines of the bed type have been provided for both welt and McKay shoes, having improved features not included in any earlier types of machine for these classes of work.

These machines are heavier in construction than older types, and are designed to meet the present day demand for high pressure conditions of operation.

A new machine has been produced for nailing either heel seats, spring heels or for all-round nailing, and is intended to meet the increased demand for speed and quality in these operations.

Improvements in Edge Trimming and Setting Machines

A new edge trimming machine is also offered, having a very substantial head which is made solid with the base and equipped with ball bearings on the cutter shaft, shank shaft and counter shaft, thus eliminating vibration and the usual forest of braces frequently used on older models of machine for this operation.

An edge setting machine of entirely new design and fitted for electric heating is also offered. This machine uses the union type of iron, and contains several new features designed for convenience in operation. This machine and the edge trimming machine can be equipped with individual motor drive when desired.

For the cutting of fabrics, such as linings, a new type of twin clicking machine has been developed, in which several thicknesses of fabric may be cut, the material being fed to the machine from the rear, and the cutting done at any desired point in the width of the goods.

Adapting Leather Shoe Factory Equipment to Rubber Shoemaking Requirements

Certain types of machine formerly used only in connection with the making of leather footwear have been fitted and adapted for the handling of rubber footwear of certain classes, particularly canvas goods of the various types.

Among these machines are the pulling-over machine and hand method lasting machine, which have been fitted to handle so called cement lasted work, in which no tacks are used in these operations. These machines are being used very successfully in many of the larger factories in the United States, and are already being adopted by certain progressive concerns in Canada.

In connection with these machines, an improved type of cementing machine is furnished, which cements the edge of the completed upper, thus doing away with the inconvenience of cementing the separate portions of the upper in connection with the fitting operation, and overcomes the difficulty frequently experienced of having to re-cement the uppers just previous to the lasting operation.

A set of new machines has recently been provided

for use in connection with the attaching of wood heels. These machines are designed particularly to do away with the expensive and cumbersome clamps generally used in attaching wood heels following the operation of fitting the heel seats. The lasts used for this class of work are provided with a small hole through the heel portion through which, after the wood heel is fitted to its seat, a screw similar to a long screw eye is inserted, entering the wood heel a sufficient distance to hold it tightly in place during the time required for the drying and hardening of the glue used.

The drilling of the wood heel and the inserting of the screw are handled by a machine known as the wood heel attaching machine, and following this the shoes may be handled in the various operations without inconvenience, thus saving the time usually required in waiting for the glue to dry before other operations are performed.

At a point where the heel is to be finally attached by a machine provided for that purpose, a power driven screw removing tool is placed which removes the screw very quickly, after which the lasts are removed from the shoes and the wood heel permanently attached from the inside by the wood heel nail-

ing machine, which is in quite general use.

Four machines are used in these several operations. There is the last drilling machine, which is furnished temporarily to those desiring to drill their lasts for this operation; the wood heel attaching machine, which inserts the screw while the shoe is held under pressure; the screw removing tool which, as its name indicates, removes the screws at a convenient point, and the wood heel nailing machine which handles the permanent attaching of the heel.

New Machines for Making Economy Insoles

A set of machines which is coming into quite general use are those provided for making the so called "Economy Insole," now being used quite generally in goodyear welt shoes. This insole is of the reinforced type, and has a number of advantages in the matter of cost and flexibility, as compared with former types of reinforced insole.

A number of the machines referred to herein are already being used by some of the factories in Canada, as the Canadian shoe manufacturers have invariably been inclined to adopt the latest developed methods of handling the various operations in shoemaking as soon as such improvements are clearly demonstrated as advantageous in the shoemaking art.

Leather Production in Canada

Well Maintained During Period of Decline—Large Decreases in Value of Output, but not in Quantity—Interesting Statistics on Number and Distribution of Plants, Capitalization, Exports and Imports, etc.

The latest government statistics dealing with the leather industry in Canada are those referring to the year 1921. In that year, according to the government figures, the number of tanneries in operation was 119, compared with 100 in 1920 and 113 in 1919. The distribution by provinces in 1921 is shown as follows; Nova Scotia, 5; New Brunswick, 2; Quebec, 64; Ontario, 40; Manitoba, 2; Alberta, 4; British Columbia, 2. An estimate for the year 1922 places the number of plants producing leather at 129. This figure is probably much higher than the average shoeman has had in mind, but a large percentage of these factories, manufacturing various grades of upper leather, splits, glove, moccasin and harness leather, etc., are quite small. Eighty-five of them have an output of around 100 sides or skins per day, and down to 50 and less. The sole leather tanneries are all in the big class, none of them having an output of less than 500 per day, and some running as high as 3,000. There are also of course very large plants in the upper leather field, one of which has a capacity of 5,000 skins per day.

Production

The value of production of the tanneries in 1921 was \$22,905,528 compared with \$37,967,831 in 1920 and \$45,902,082 in 1919. While the value of products compared with 1919 showed decreases of 13 per cent and 50 per cent for 1920 and 1921 respectively, the actual output showed an increase of approximately three per cent in 1920 and a decrease of only 17 per cent in 1921, so that the decreases in value were due

almost entirely to lower prices, and not to reduction in quantities.

It is interesting to note the comparative values and quantities of the principal grades of leather produced.

In sole leather, the production of hemlock sides was 548,621 in 1921 as compared with 594,916 in 1919, while the comparative values were: 1921, \$3,455,036; 1919, \$6,920,830. For oak sides the figures are: 1921, 478,800 sides, valued at \$3,729,970; 1919, 509,181 sides, valued at \$6,089,094. In Chrome sides there was an increase from 116,576 in 1919 to 121,457 in 1921, but there is a big reduction in value shown, from \$1,158,220 to \$524,247.

With most grades of upper leather, the same situation has been evident. The 1921 production of cattle or horse hides (side leather) was placed at over 8,360,000 sq. ft., valued at \$2,255,000 while the 1919 production was 17,000,000 sq. ft., valued at nearly \$7,500,000, the decrease in dollars and cents being much greater, proportionately, than the decrease in footage.

Calfskin production ran over 12,000,000 square feet in 1921, at a value of \$4,250,000, while in 1919 the output was slightly lower, approximately 11,750,000, but the value ran over \$9,000,000.

The output of patent and enamelled shoe leather in 1921 was 3,033,358 square feet valued at close on \$1,000,000. This classification was not recorded in 1919.

There was an increase in the production of sheepskins from over 4,000,000 square feet in 1919 to 5,780,000 in 1921. The dollars and cents turnover, however,



*“Lawrence Leathers
are
Reliable Leathers”*

The careful, thorough selection and tannage of Lawrence Leathers coupled with quantity production—enable us to offer every manufacturer the maximum in service and satisfaction.

**CALFSKIN, SIDE LEATHER,
SHEEPSKIN, PIGSKIN
COUNTERS, INSOLES,
WELTING**

A. C. LAWRENCE LEATHER CO.

210 SOUTH STREET, BOSTON, MASS.

New York

Rochester

Chicago

Cincinnati

Philadelphia

St. Louis

Gloversville

showed a decrease from \$1,150,000 to less than \$700,000.

A big drop was recorded in the output of goat-skins from well over 2,500,000 in 1919 to less than 1,500,000 in 1921. The decrease in value was not so great proportionately as in some other lines: 1921 \$635,000; 1919, \$1,250,000.

The capital invested in the leather industry was placed at approximately \$32,000,000 in 1921. The total cost of all materials used in the tanneries in 1921 was \$15,157,358, including \$7,770,350 the value of cattle and horse hides; \$3,033,268, the value of calf, kip, sheep and goat skins; \$768,571, the value of leather partly tanned to be curried and finished; \$5,000, the value of other hides and skins; and \$3,580,169, the value of tanning extracts, bark, chemicals, etc. In 1920 the cost of all materials used was \$30,370,591, and in 1919 the cost was \$34,297,878.

Exports and Imports

There was a big falling away both in imports and exports between the years 1919 and 1921. The importations of calf, kid and sheepskins, dressed waxed or glazed, ran into over \$5,500,000 in 1919, where as the figure for 1921 was \$1,700,000. Other grades of upper leather, including dongola, cordovan, kangaroo and all leather further finished than tanned, were imported to the extent of \$1,460,000 in 1919, as compared with \$580,000 in 1921.

The exports of upper leather were placed at \$5,974,766 in 1919, as against \$2,137,038 in 1921, while sole leather fell away from \$2,723,500 in 1919 to \$1,105,625 in 1921. This is of course partly accounted for by decreased values.

Canadian Tanning Industry

On High Level both with Respect to Quality of Product and Financial Status—Forty Good-Sized Plants in Dominion

At a recent meeting of the Toronto Section of the Society of Chemical Industry an interesting address was delivered by T. A. Faust, of Yocum Faust, Ltd., manufacturing chemists, London, Ont., dealing with the status and development of the leather industry in Canada.

Mr. Yocum pointed out that the tanning industry was in excellent shape financially, considering the past two years' business conditions, there having been practically no failures. A very singular fact to which reference was made was that all the Canadian tanneries are privately owned, either by individuals or close corporations.

The leather produced in this country, Mr. Yocum declared, compared favorably with that manufactured anywhere else in the world. Canadian sole leather in particular, was noted for its durability.

The production in Canada included both bark and chrome tanned. Nearly all heavy leathers, such as sole, belting, harness, bag and strap, were of the bark tannage; as was also part of the output of heavy side leather for shoes. The balance of the latter and all the calf and kid was tanned with chrome.

It was pointed out by Mr. Yocum that nearly all Canada's tanneries were located in the provinces of Ontario and Quebec. There were some forty good

sized plants. Of these, ten or twelve were located in Quebec City, mostly producing chrome side leather; while there were five or six in Montreal, and about the same number in Toronto. All the sole leather tanneries were located within a radius of 150 miles north-west of Toronto. It was interesting to note that some seven or eight of the plants had laboratories, and there was, in addition, one commercial laboratory in London specializing in leather.

Half a century ago, the speaker stated, hemlock bark from the forests of Ontario and Quebec was the sole source of the supply of tanning materials. Owing to the gradual exhaustion of this source, importations were resorted to a means of augmentation, extracts of chestnut wood and quebracho wood being brought in; also barks and nuts from tropical countries. These latter run high in tannin.

The classification of the different plants with regard to type of product was stated to be as follows: Sole leather, 8; belting leather, 3; harness leather, 3; bag and strap leather, 2; automobile, patent and upholstery leather, 3; kid, 3; calf, 3; heavy side leather, 12 or 15; sheepskin, 3.

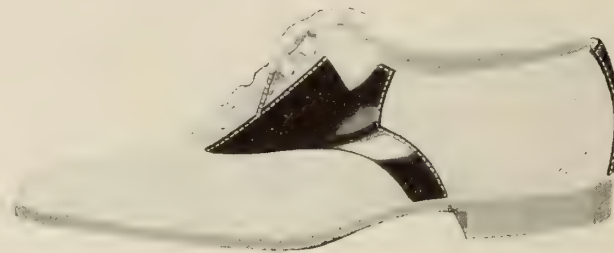
In commenting upon the high grade and dependable quality of Canadian leathers, Mr. Yocum pointed out that this could be attributed to the fact that the tanners, while progressive, were sufficiently conservative to avoid jumping into new procedures until their value had been established.

Hockey Laurels for Clarke Team

The name "Clarke" has for many years been associated with sport, and so likewise has the name, "Griff." Mr. Griffith B. Clarke, president of A. R. Clarke & Co., Toronto, is known not only in that city, but throughout Ontario and even beyond the provincial boundaries, as one of Canada's most enthusiastic patrons of sport. And it seems quite a matter of course that a Clarke team should have won the Industrial League Championship in Toronto.

Valuable Reference Book

The nineteenth edition of Heaton's Annual Commercial Handbook of Canada has come to hand, and shows the usual improvements and additions. We notice particularly the Provincial Ready References that have been developed. Under each province, points of economic interest, in adequate paragraphs, are arranged in alphabetical order. It is possible to turn up at a moment's notice any important point without consulting an index. Information of this kind is generally buried in blue books, the very existence of which is not known and which are inaccessible to the ordinary man. The permanent features of the Annual, including the official directory for Dominion and provincial governments, postal and telegraphic information, money exchange, insurance directory, income tax, transportation and the Canadian customs have all been revised to date. The Annual also contains up-to-date description of the commercial towns in Canada, dealing with industries, census, population and other invaluable statistics. It is an authority on the Canadian Customs Tariff and indeed is a book designed for daily use by manufacturing and other business firms throughout Canada and the United States. As a time saver its utility is well established.



Outing Shoes are best when
made
with



KENDEX INNERSOLING insulates the foot against the rubber compounds used in this class of shoe, thus overcoming that burning sensation so often found in them.

Kenworthy Bros. of Canada Ltd.
St. Johns, P.Q.

Montreal Address — 224 Lemoine Street

Some French Ideas in Shoe Design



Interesting Models illustrating the trend of Parisian Footwear Fashions, reproduced by courtesy of
"Le Franc Parleur Parisien"

An Organized Effort to Solve Difficulties of Credit Situation in the Shoe Trade

Recently Formed Shoe Trade Credit Bureau Already Has Membership Representing 80 to 90 Per Cent. of Canada's Shoe Production—Conditions with Regard to Credit Dispensation Have Been Extremely Unsatisfactory—Too Many Accounts "Unreceivable"—Bureau Seeks Co-operation of Retailers in Matter of Financial Statements—Aims to Protect Reliable Merchants and Manufacturers Alike.

By S. ROY WEAVER

The new credit service on retail accounts which is operated jointly by The Shoe Manufacturers' Association of Canada and The Shoe Wholesalers' Association of Canada has a two-fold purpose.

1. To furnish such dependable information to manufacturers and wholesalers as will help them to reduce their losses by bad debts:

2. To protect deserving retail accounts against unfair competition from irresponsible merchants who have been obtaining excessive credit, because manufacturers and wholesalers have not had adequate credit information.

Bureau's Membership Represents 80 to 90% of Canada's Shoe Production

This new activity, in which the organizations of shoe manufacturers and wholesalers are co-operating, is one which calls for loyal support from all branches of the trade. It is as much a service to the better element of the retail trade as it is to the suppliers. Although not yet fully developed, the Shoe Trade Credit Bureau already is receiving reports regularly from firms the aggregate sales of which represent between 80 and 90 per cent of all the shoes sold to Canadian retailers. An effort is being made to obtain the co-operation of those comparatively few suppliers which have not yet linked up with the Associations and there is reason to believe that within a short time the Shoe Trade Credit Bureau's reports will be very close to 100 per cent complete.

The value of the service already has been conceded in the trade and will be recognized to a still greater extent as the service is further developed. The splendid and loyal manner in which manufacturers and wholesalers, almost without exception, have been reporting has been most gratifying and encouraging to those who are in charge of the work of the Bureau, under direction of the Executive Committees of the Associations of manufacturers and wholesalers.

Loyalty in Reporting Essential

The reports will be useful only if all members continue, as they are doing now, to supply information fully and frankly. There must be "give" as well as "take." It may seem disadvantageous at times to a member to report, but no service can be efficient without loyalty, even in circumstances where loyalty is not easy. No clearing report service can be built upon any other basis than the principle of every member accepting and honoring the responsibility of reporting as he expects all other members to report.

With that principle firmly established, the Bureau will be able to give a service which will be of great value.

The service of the Bureau consists:

1. In obtaining reports relative to retail accounts from all suppliers and in compiling and issuing them to interested manufacturers and wholesalers;

2. In obtaining and supplying financial statements in proper form;

3. In securing additional and special information bearing upon the credit of retail accounts.

The suggestion has been made that the present service be supplemented by organization of a Collection Department and this proposal has been under consideration.

It ought distinctly to be understood that the Bureau has not been established with a view to curtailing credit to those retailers who are deserving and needful of support. Rather, it is intended as an aid to the suppliers to avoid a misdirection of credit which so often entails losses and harm to others as well as to the supplier and the customer.

Four Interested Parties in Every Credit Transaction

In any credit transaction there are at least four parties concerned:

1. The supplier granting the credit;
2. The purchaser receiving the credit;
3. The purchaser's competitors, and
4. And the public.

The interest of the two first mentioned is obvious. The purchaser's competitors have an indirect interest, because if the merchant receiving credit is not responsible and later fails or obtains a compromise (or an extension, which is closely akin to a compromise), it means goods offered to the public at prices lower than those at which merchants who can, and do, meet their bills in full are able to sell. It is apparent that the public also has an interest. Manufacturers and wholesalers are not able to recoup themselves for abnormal credit losses by increasing their prices; nevertheless, in the long run, any industry or trade must show a satisfactory net return on the money invested, else capital will seek other employment. Bad debts, therefore, must be an indirect factor in determining prices and must involve higher prices than would have to be charged if it were not for such losses. Similarly sacrifice sales of bankrupt stocks operate to the disadvantage of the public sooner or later. No one is served and many may suffer from credit unwisely given.

The reports of the Shoe Trade Credit Bureau in-

Established 1857

"THE WEAR



IS THERE"



DMITTING that nearly all leathers are good, the fact remains that experienced buyers and manufacturers of the best shoes are almost unanimous in their choice of Breithaupt tannages. The superiority thus acknowledged is the result of a little greater discrimination in the selection of hides and the exceptional care taken in tanning. This has been true of all our products for three generations—since 1857

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener

Toronto

Vancouver

Montreal

Quebec

TANNERIES AT

Penetang

Hastings

Kitchener

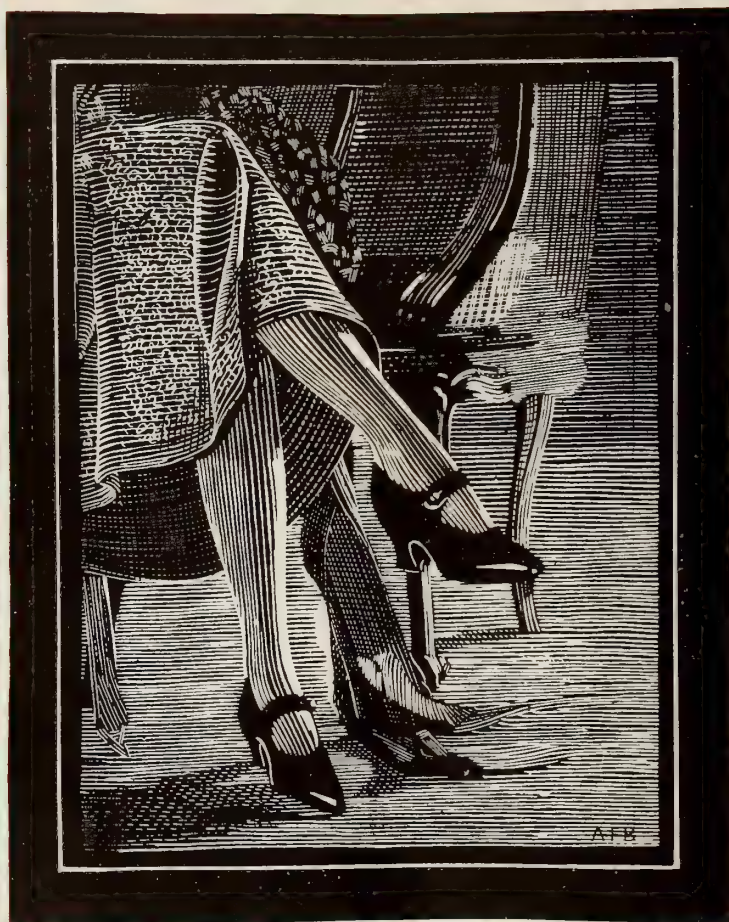
Woodstock

Burk's Falls



Clarke's

PATENT LEATHER



The qualities of A.R.C. Brand Patent have made it popular with both trade and public.

Its wonderful pliability makes it easily "workable" when in the factory, and its permanent lustre wins the praise of the ultimate consumer.

That we have appreciated your responsibility to your customers, and ours to you, is shown by the steadily increasing number of manufacturers using Clarke's Patent Leather in Combination and All-Patent Shoes.



A. R. Clarke & Company Ltd.
 LARGEST MANUFACTURERS OF PATENT LEATHER IN THE BRITISH EMPIRE
 MONTREAL TORONTO QUEBEC



An immense plant and drying grounds, containing the most modern machinery and facilities and employing the finest experts we can obtain, is at your service to supply your requirements of A.R.C. Brand Patent Leather.

Large stocks always on hand enable us to make immediate delivery in any quantity. Ask us for samples and prices.

CLARKÉ'S

AT THE HUB



dicating a credit situation which had got out of control and is far from satisfactory or salutary. Uninformed as to the actual condition of an account, many suppliers in the stress of competition for business and the desire to build up "volume" or "turn-over," have given credit without serious investigation as to the customer's ability to meet his obligations. In not a few instances, manufacturers and wholesalers have taken practically all the risk of retail business in which they have had no real control, by allowing credit to merchants of the "shoe-string" class. Even more unfortunate has been the manner in which men who have failed several times have been able to find some suppliers so anxious for orders as to ship goods on credit.

It is no secret that during the past year a very considerable proportion of orders turned in by shoe travellers have been refused by the factory managements. The limit of credit in many cases has been reached. Not a few companies have found themselves in the embarrassing and precarious position of having not only most of their own working capital but the credits of their own suppliers tied up in "frozen credits" to retail accounts. Their "accounts receivable" have been so large that they have had to renew with those from whom they themselves have purchased. Under such conditions, the whole practice of the shoe trade in respect of credits has been brought under examination and many things have been found to be not as they should be. Conditions have compelled some revision of practice, at least temporarily.

Will Manufacturers in Future Look Before They Leap?

There is reason to believe that, with a reasonable improvement of retail buying this spring, a large measure of liquidation of retail shoe accounts' indebtedness will be effected. This will mean an easing of the situation all along the line. But recent experience has had a lesson for the shoe trade in respect of credit. Has that lesson been learned or will manufacturers and wholesalers revert to the former looseness in credit practice? The Shoe Trade Credit Bureau is designed to make trustworthy information available to those wishing to look before they leap. Moreover, it affords information which may serve to guide a supplier in dealing with accounts which are not satisfactory, by indicating how such accounts are dealing with other suppliers. It goes still further, for it makes it possible for a supplier to know before selling if a retailer has been found unsatisfactory by other manufacturers or wholesalers in respect of his business methods, whether he has made a practice of returning goods, cancelling orders, etc. No honest, reasonable merchant has anything to fear from the operation of the Bureau. Its work will be for his protection as well as for the protection of manufacturers and wholesalers. It will enable the suppliers to discriminate between desirable and undesirable accounts.

Retailers' Co-operation Will Help All Concerned

The obtaining of financial statements is an important part of the Bureau's service. Many retailers already have co-operated by furnishing statements promptly when requested by the Bureau to do so. It is important that retail merchants understand that

it will be to their advantage to get together with their suppliers in this matter. A financial statement is of assistance to the Bureau in the preparation of its report. Such a statement may show a good surplus in an account which still is overdue in payments. Moreover, under present conditions, if a merchant declines to give a copy of his latest financial statement to the organization of his suppliers, there is not unlikely to be some suspicion that the account has something to hide. Especially is this the case, if a clearing report shows the account considerably past due in the matter of payments. No merchant seeking or accepting credit can well afford to withhold a financial statement. Even if such refusal does not cause his own suppliers to deal more cautiously with the account, there is this further consideration that he is making it easier for irresponsible, undesirable traders to ignore the request for financial statements. On the other hand, if the better element in the trade co-operate with their suppliers in this matter, it soon will be impossible for irresponsible merchants to refuse.

Bureau Aims at Both Accuracy and Fairness

The Bureau desires and invites a close relationship with retailers. Always it will be the Bureau's aim to ensure that its reports are accurate, and to avoid any unfairness. It will hope always to be considerate of the deserving accounts and to recognize abnormal situations and special circumstances. It counts for success upon the continued loyal support and interest of manufacturers and wholesalers and the sympathetic favor and co-operation of the retail trade generally.

The Romance of The Shoe

There are still, we believe, not a few shoemen who are interested in shoemaking not only as a business, but as a craft, who take the same pride in turning out good footwear as an artist does in producing a fine picture. For all such, we believe, the past history of the craft holds a certain fascination, quite apart from any effort to learn from it lessons of practical value. It is to them in particular, as well as to all others who are interested in the life of past centuries, as revealed by its handicraft, that the recently published book, "The Romance of The Shoe," written by Thomas Wright, will appeal. This book is "the history of shoemaking in all ages, and especially in England and Scotland." As its name indicates, however, it is not a mere collection of dry-as-dust records, but a story, quite entrancingly told, which deals largely in personalities and is full of interesting anecdote. It begins with ancient Egypt some thousands of years ago and ends with the conditions of to-day in the British shoe manufacturing industry. It does not pretend to be technical, but historical, and is so written that it will prove very readable to anyone, whether interested in shoes or not. The illustrations are very numerous and may prove a source of inspiration to the designer and patternmaker. The publishers are C. J. Farncombe & Sons, Ltd., 30 Imperial Buildings, Ludgate Circus, E.C. 4, London.

Are you a member of your trade organization?

1855

1923

The Oldest Die Manufacturers in the World



The Best United States Insurance Companies Endorse

Knox "Safety Diamond Edge" Dies

YOU CANNOT BEAT "KNOX DIES"

They are sold all over the world and have no successful imitators.

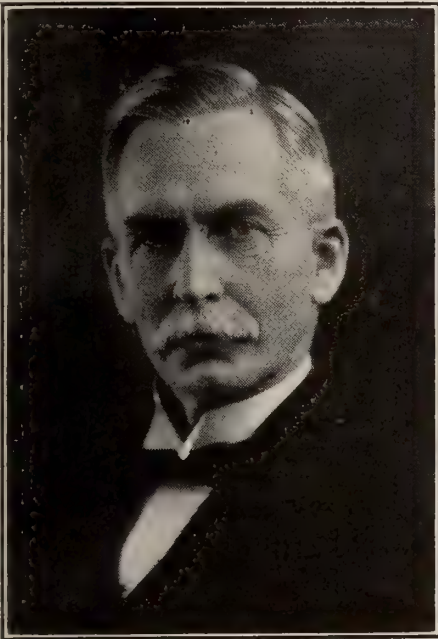
"The House of Excellence"

JOSEPH E. KNOX & COMPANY
380 Broad Street Boulevard **LYNN, MASS., U.S.A.**

We are well equipped to handle Canadian orders and to give prompt service. "Shipment when promised" is our motto.

Portrait Gallery of the Canadian Shoe Manufacturing and Leather Industry

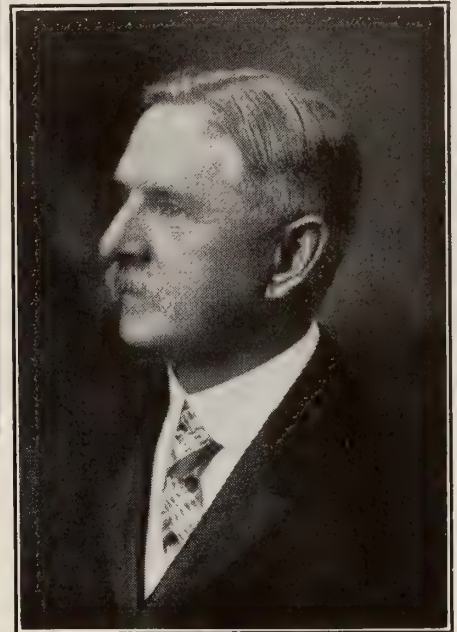
No. 1— Breithaupt Leather Co., Limited, Kitchener, Ont.



Mr. Louis J. Breithaupt, President



Mr. L. O. Breithaupt, Director and Sales Manager. Mr. Breithaupt has recently won civic honors in his home town having been elected mayor of Kitchener. He is the fourth member of the family to sit in the mayor's chair, the late Louis Breithaupt, founder of the company, having been mayor in his time, and in later years, also, Messrs. Louis J. and John C. Breithaupt, respectively the president and secretary of the company, shown herewith



Mr. John C. Breithaupt, Secretary



Mr. W. W. Breithaupt, who has charge of central warehouse at Kitchener



Mr. J. E. Breithaupt,
Director and Production Manager



Mr. C. L. Breithaupt has recently joined the company's production force



The Final Achievement

Black Beauty

CHROME
PATENT
SIDES

The deep sense of satisfaction experienced when you use Black Beauty, comes from the knowledge that you are giving your trade the very best that money can buy.

The other side of the story is told on the sales sheets—for it is a proved fact that Black Beauty does aid business.

The Robson Leather Company

Limited

Oshawa - Canada

Are We in Need of More Specialties?

"Yes," Says an Advertising Expert. "No," Comes Back a Shoe Manufacturer, with Caustic Emphasis—"Specialty Has Been the Curse of the Footwear Business for Years," Latter Declares—Style Reduplication Costing Public Millions Annually

Does the public want more specialties? A writer in a recent issue of "Printers' Ink," under the heading, "Wanted: More Specialties," contends that the public does. His opinion is that the time has come when standardization must let up if sales are to grow, and he proceeds to back up his arguments with the following incident relating to the shoe business:

"Travelling about Boston a few months ago an advertising agent talked with three executives of one of the largest manufacturers of high-grade shoes. Business was poor. No need to go into details. It was just plain poor. Their shoes were well-made, and of orthodox, standard design. The prices were fairly fixed. Profit to the dealer was adequate.

"This Man Had a Specialty"

"Taking a train south, this same advertising man by coincidence got into conversation with a salesman for another shoe manufacturer. In reply to the question, 'How's business?' this salesman volunteered the information that it was 'fine.' His prices were a shade higher than those of the distressed manufacturer. His name stood not so high. His dealer organization was nowhere near so good. But this man had a specialty—not handsome, not orthodox, not superior in leather or findings—but freakish, if you will, in one or two respects which made for individuality and comfort. Hard times had scarcely scratched him.

"The trouble is," declared the contented specialty shoe salesman, 'that most shoes look alike. You can make a \$6 shoe that looks pretty much like an \$8 one, while a \$4 shoe won't seem much inferior to its brother priced at \$6.'

Cheap Shoes That Look Like Ones Costing More

"There," says the writer of the article, "You have one of the evils of standardization—cheap shoes that look like ones costing more, cheap tires that look like their better competitors, cheap plated ware that apparently matches knives and forks and spoons which are priced much higher.

"Bewildered by this apparent similarity in the offerings of shoe stores, a growing number of pedestrians apparently are thinking, 'Wanted: A shoe that is a specialty.'

The writer then goes on to offer further proof of the correctness of his arguments with illustrations from various lines of merchandise, from underwear to automobiles, and makes out what sounds like a pretty good case. However, that's not the end of the tale. In a later issue of the same magazine, there's another article, or rather a letter. It's from a shoeman and is in the nature of a sizzling come-back to the advocate of "More Specialties." He says, in part:

A Vigorous Protest

"I want to file a very vigorous protest against the doctrine advanced in the article entitled, 'Wanted:

More Specialties.' Speaking for the industry with which I am most familiar (the manufacture of shoes), the crying need is for fewer styles and patterns rather than more, and I doubt if there is any industry which would not be benefited by a process of simplification rather than the reverse. The 'Specialty'—using the term in the loose sense applied to it in the article—has been the curse of the shoe business for years.

"The true 'Specialty Shoe'—such as the Educator, for example—is a good thing, because it results in an actual reduction in the number of lasts and patterns which the manufacturer must maintain in use, and in the number of different styles which the retailer must carry in stock. But the kind of specialty referred to by the writer of the article question has precisely the opposite effect, and if one is at all concerned with the broad welfare of the manufacturer, the retailer and the public, it can be set down as an unmitigated nuisance.

Style Reduplication Costs Public Millions Annually

"It costs the public millions of dollars a year, literally, to pay for the heedless reduplication of styles in footwear. Take the strap-pump, for example, which has recently been so popular for street wear. A choice between two or three lasts, two or three leathers, a one or a two strap model, a low heel or a Louis heel, and possibly a plain toe or a straight tip, would have been enough to satisfy every demand of fashion and comfort. But what happened? We had strap pumps presented on a half dozen or more lasts, in a dozen leathers and materials, with every heel known to the designer, with plain toes, straight tips, wing tips, spray tips, perforations, saddles, foxing, underlays ad libitum. Colors and combinations ran riot. There were buckskin pumps with green saddles stitched in orange, and Havana brown pumps with black perforated foxing stitched in green. You paid your money and you took your choice.

Each "Specialty" Means a Range of Sizes

"Now, then, bear in mind that each of these 'specialties' meant to the retailer, not merely a dozen pair or so of shoes, but a range of sizes. He needs from 60 to 120 pair of shoes in each style, if that style is to be saleable to his clientele. He would be a prophet and a son of a prophet indeed, if he could predict with accuracy how many feet of each size would walk into his store accompanied by a mind that would be satisfied with that particular style. Therefore he will have an assortment of sizes left at the end of the season, which must be sold for what they will bring to somebody they will fit. Hence the clearance sale—the tables of broken sizes—and all the other joys of the dog days—or else the job-lot broker.

"In plain terms, that means that the retailer must mark up the 'specialty' 100 per cent. or more in order

SHEEPSKINS



Announcement

WE wish to announce that we are moving on May 1st to new and larger quarters at 79 Front St., East. This move is necessary in order that we may have greater facilities to handle our many lines and also new lines we intend putting on the market.

We wish to extend a cordial invitation to our many friends to visit us at our new quarters.

In our range of leathers "There is a grade for every trade" including Shoes, Gloves, Saddlery, Upholstering, Bags and Suitcases, Bookbinding, Fancy and Novelty goods, Skivers, Embossed leathers, etc., etc.

We are now headquarters for novelty lines for the Slipper Trade, including a new King Tut line.

Get Our Samples and Prices

EDWARDS & EDWARDS LIMITED

HEAD OFFICE: 27 Front Street East, TORONTO

TANNERIES: WOODBRIDGE, ONTARIO

Quebec & Maritime Provinces—John McEntyre Limited, Montreal, Que. Fred Duftons, Western Ontario representative—Kitchener, Ont.

to break even on it—and he may not do it at that! The public pays the bills and does not enjoy the experience.

"And the manufacturer—where does he 'get off'? Let's assume that he has his feet on the ground and a head on his shoulders, and is honestly striving to give the best possible value for the money. He doesn't go in for millinery but presents a thoroughly adequate range of styles—sufficient, as I said before, to satisfy any reasonable demand of fashion and comfort.

"I'll buy sixty pairs of those—with a spray tip," says the dealer. "Can't do it," says the salesman. "You can have that 407 with a spray tip."

"But I want this military heel," says the retailer. "Bill Snooks bought some from the Tiddleywink Company. I passed up their lines waiting for you, but I want that style if Bill's got it, don't I? If you can't make them, of course," etc.

"Gumming Up" the Factory

"Give a salesman a continuous performance of that sort for a week or two, and judge for yourself what happens. Some few concerns are big enough, and strong enough with the trade, to stand pat on the sample line, or to soak the dealer forty cents a pair extra for a special. But the great majority simply have to yield to the pressure. What it costs in time, and money, and supervision to gum up a factory with specials, I'm not going to stop to demonstrate. It is sufficient to say that it shoots production schedules all to pieces, and adds anywhere from 5 to 12 per cent. to production costs, which the public pays, as usual, and pays through the nose.

"Furthermore, from the consumer's standpoint, the reckless creation of styles is a bad thing. It not only increases prices all along the line, but causes more dissatisfaction with footwear than any other one thing I can think of. The dealer can't urge his customer to buy a proper style of shoe to give service, because he is overloaded with flossy styles that must be got rid of. The customer likes the look of some fancy turn slipper that never was intended to be worn except in a ball room, puts it on, wears it all day in all sorts of weather, and curses the shoe industry because it doesn't give good service. Next time you walk down a big city main street, take a look at the run-down heels, twisted counters and broken toe boxes on the flappers' feet. You won't need any further demonstration of what flossy merchandise and bargain-counter fitting is doing to the feet of the present generation, and to the good standing of the shoe industry in the minds of the public.

The Ad. Man Likes "Specialties"

"From the standpoint of the advertising man, of course, the 'specialty' is a fine thing. It gives him something perfectly obvious to write copy about. His talking points are ready-made for him. He doesn't have to dig and sweat to produce copy that will sell goods by reflecting the dignity and character and integrity of the manufacturer, rather than by the parade of some superficial superfluity. But the ultimate justification for advertising, as I see it, is its ability to help provide better quality for less money by cutting down production costs and increasing the rate of turnover. You will never accomplish this by the creation of superfluous styles and sizes and patterns which serve no real purpose, whether they are dignified with the name of 'specialties' or not."

So there you have two viewpoints—the viewpoint

of an advertising man and the viewpoint of a manufacturer. There's something to think about in both. The manufacturer, it must be remembered, is a vested interest. His bread and butter lies in the production and satisfactory sale of shoes, and he's got a lot of money tied up in plant. He is, therefore, more interested in the welfare of the industry than is an advertising man, who is of course inclined to think first of the welfare of the advertising business. The manufacturer is undoubtedly right about the confusion and loss which too many specialties create, but at the same time the ad. man's point of view should not be entirely overlooked. It's all a question of balance. If we carry too much sail the old boat is liable to keel over—if we carry too little, we simply don't arrive anywhere.

The World's Largest Shoe Manufacturers

The two largest shoe manufacturers in the world, the International Shoe Co., and the Endicott Johnson Corporation have not only far outdistanced all other producers, but are running a fairly close race between themselves in quantity production.

International Shoe at present has the edge in volume, acquisition of the McElwain factories more than a year ago having added, in one stroke, a plant capacity for about 30,000 pairs of shoes daily. These plants were changed over to a considerable extent to run on different lines, and production has been gradually worked up from a low basis.

Endicott Johnson has been producing 118,000 to 120,000 pairs of shoes a day. Production is understood to be started on a five-day week basis, which would mean 590,000 to 600,000 pairs of shoes a week. Saturday is a half holiday and is utilized chiefly to clean up on schedule.

International Shoe's production has been running 125,000 pairs of shoes a day, and this is stated to mean 750,000 pairs of shoes a week, figuring on a full six-day week basis.

International Shoe has about 21,000 employees; Endicott Johnson has between 14,000 and 15,000. This indicates that the output per employee of the Endicott Johnson Co., is considerably larger than that of the International. There are at least two important factors which partly account for this. In the first place the Endicott Johnson plants are largely concentrated at two points, Endicott and Johnson City, New York. The International plants, on the other hand, are widely scattered, a factor which tends to require larger operating forces. In the second place International makes a more diversified line of footwear, and a portion of its production is in fairly high-grade women's shoes, a class of manufacture which requires a larger percentage of employees.

These two big companies afford some interesting comparisons and contrasts. International's growth has been largely by acquisition of existing manufacturing plants. Endicott Johnson's development has been from within the organization, the building of new plants and additions from time to time.

In the treeing operation use your iron skillfully. Do not rub here, there, everywhere, indiscriminately. Place the iron where it is needed, and improve the shape and appearance of the shoe where it looks the worst. You will not do a pair of shoes any good by ironing them all over vigorously, and without any intelligent regard for the heat of the iron.

McDOWELL & LINCOLN LIMITED

FORMERLY
INTERNATIONAL SUPPLY CO.

EST. 1915

**SHOE MACHINERY FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

THE LARGEST SHOE FACTORY SUPPLY HOUSE IN CANADA



Representing

American Lacing Hook Co.,
Waltham, Mass.
Lacing Hooks and Hook
Setting Machines.

Armour Sand Paper Works
Chicago, Ill.
Crystolon Paper and Cloth
for Buffing and Scouring.

Boston Leather Stain Co.,
Boston, Mass.
Inks, Stains, Waxes, etc.
Cyclone Bleach.

The Ceroxylon Co.,
Boston, Mass.
Ceroxylon, the Perfect
Liquid Wax.

Cincinnati Cutting Die Co.,
Cinc., O.
Quality Breasting Knives.

The Louis G. Freeman Co.,
Cincinnati, O.
Shoe Machinery.

E. L. Glennon Machine Co.,
Lynn, Mass.
Perforating Tubes.

Hazen, Brown Co.,
Brockton, Mass.
Waterproof Box Toe
Gum, Rubber Cement.

Markem Machine Co.,
Boston, Mass.
Marking and Embossing
Machines, Compounds, Inks,
etc.

M. H. Merriam & Co.,
Boston, Mass.
Binding, Staying, etc.

Puritan Mfg. Co.,
Boston, Mass.
Wax Thread Sewing Ma-
chines,
Poole Process for Goodyear
Insoles.

The S. M. Supplies Co.,
Factory Supplies,
Needles, etc.

J. Spaulding & Sons Co.,
N. Rochester, N.H.
Guaranteed Fibre Counters,
Fibre Innersoling.

The Textile Mfg. Co.,
Toronto, Ont.
Shoe Laces.

United Stay Co.,
Cambridge, Mass.
Leather and Imitation
Leather Facing, Welting.

FACTORY AND BRANCH:
77 ONTARIO ST. S.
KITCHENER, ONT.

MAIN OFFICE:
154 NOTRE DAME ST. W.
MONTREAL

BRANCH:
566 ST. VALIER STREET
QUEBEC

Patent Leather

is having a big run, which means trouble in the packing room if you
are not prepared

We have been appointed Canadian Agents for

E. L. Millett & Company

Manufacturers of

Brush Method Patent Leather Repairer

THE FACTORY HAS SENT US AN
EXPERT DEMONSTRATOR

who has had experience in some of the largest and best of American
factories. This demonstrator is at your service, ready to show your
operators how to use the brush method efficiently. If any other method
is best for your work we will tell you so, frankly.

If you are cutting patent leather get in touch with us at once.

We are arranging demonstrations to be made in the order in which
requests are made.

McDowell & Lincoln Limited

Formerly

International Supply Company

Montreal

Kitchener

Quebec

Montreal Shoe Superintendents and Foremen in Happy Session

The members of The Shoe Superintendents and Foremen's Association of Montreal and their friends, a gay assemblage numbering in all some four hundred people, attended the Forth Annual Ball of the Association held in the Auditorium Hall, Montreal, on the evening of Saturday, April 7th—and also, be it whispered, during the first few hours of the morning of Sunday, April 8th!

The function was the most successful of the kind yet held. The hospitable reception, the music, the refreshments, and generally the control of all details, reflected the greatest credit on the organizers, active among whom were Messrs. A. Girard, president of the Association—and fitting room foreman for Ames-Holden-McCready; A. G. Mooney, vice-president, active in business for himself in shoe findings; A. H. Hamilton, financial secretary—and a leading light in the Tetrault shoe factory; S. Dominique, treasurer—sales manager for Dupont Freres; and J. R. Leonard, recording secretary,—well-known in the establishment of Dufresne & Locke.

The committee in charge of arrangements was comprised of Messrs. Beauchamp, Bilodeau, Boiscaille, Boisseau, Dominique, Girard, Hall, Harper, Hamilton, Leonard, Mooney, Ouimet, Prazoff and Quinn.

Among those who took an active interest in the reception were: Jos. Harper, of Ames Holden McCready; A. C. Davidson, of Beckwith Box Toe, Ltd.; J. Chaput, of the International Supply Co.; H. W. Algeo and J. Langier, of the United Shoe Machinery Company, and D. Paradis, of the Slater Shoe Company.

The extent to which the Association is supported by the trade is indicated by a list of honorary patrons, who included: Aird & Son, Regd., Montreal; Anglo-Canadian Leather Co. Ltd., Montreal; Beardmore & Company, Montreal; Bennett Limited, Chambly Can-

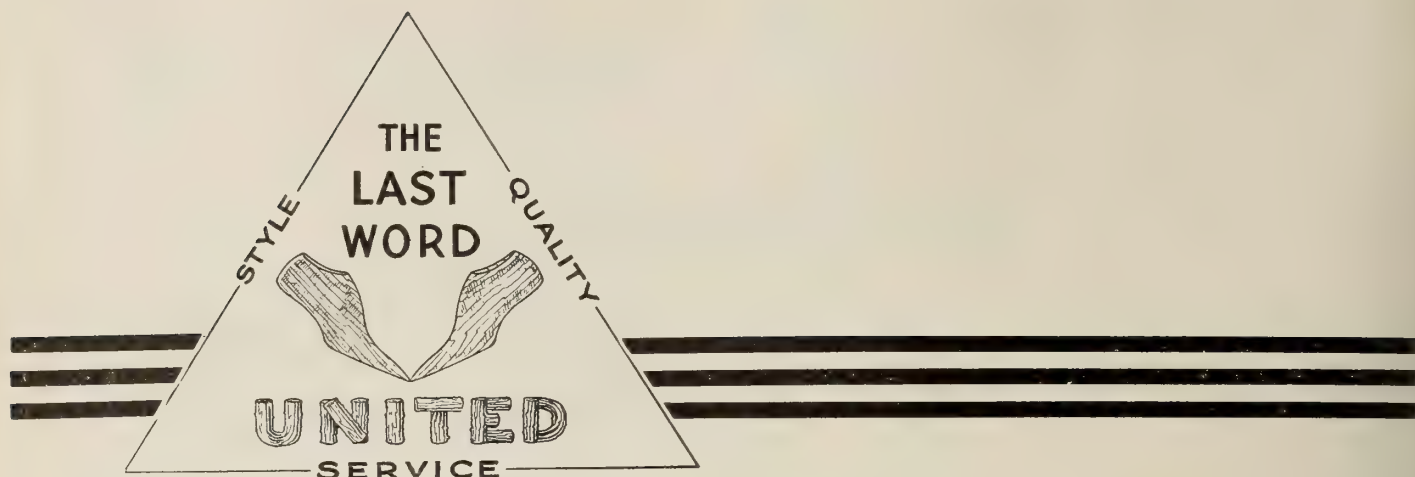
ton, Que.; Boston Blacking Company, Limited, Montreal; Breithaupt Leather Company, Limited, Kitchener; Wilfred Cantin, Quebec; Central Leather Company, Limited, Montreal; Charbonneau & De-guise, Montreal; Clarke & Clarke, Ltd., Toronto; Jas. Cleland Regd., Montreal; A. Davis & Son, Ltd., Kingston, Ont.; Davis Leather Co. Ltd., Newmarket, Ont.; Dee's Flexity Stain Company, Montreal; Dominion Wood Heel Company, Montreal; Duclos & Payan, St. Hyacinthe, Que.; Gutta Percha & Rubber, Ltd., Montreal; C. S. Hyman Company, Limited, Montreal; Independent Heel Co., Montreal; Kenworthy Bros. of Canada, Ltd., St. Johns, Que.; Lang Tanning Company, Limited, Kitchener; La Parisienne Shoe Company, Limited, Montreal; McDowell & Lincoln, Limited, Montreal; Marlatt & Armstrong Company, Ltd., Montreal; A. G. Mooney, Limited, Montreal; Parker Irwin, Limited, Montreal; Perfection Counter, Ltd., Montreal; The Provincial Cut Sole Company, Kitchener, Ont.; Sadler & Haworth, Montreal; Tetrault Shoe Manufacturing Company, Limited, Montreal; United Last Company, Limited, Montreal; United Shoe Machinery Company of Canada, Limited, Montreal; F. E. Woodward & Sons, Lachine, Que.

The proceedings went with a spring from the drop of the hat. Every variety of the light fantastic was provided, and the only complaint heard was from the ladies,—who are likely to offer a solid front in demanding the formation of a Ladies' Branch of the Association in the near future!

If the McKay shoe is sewed away in from the edge of the insole, the latter may be turned up, sometimes with exposed tacks. But this necessity for sewing near the edge of the insole requires insoles and outsoles that fit. It also requires that after the shoes are lasted the insoles shall be true on the last and the outsoles backed on true, to give the McKay sewer a chance to sew close to the edge of the insole and yet not stitch off the insole.



How would you like the job of managing a team like this? It's the Hurlbut's Ladies Hockey Team—which, under the title "Preston Hockey Team," made quite a name for itself in the Ladies' Hockey Assn. of Canada.



Are Your Lasts and Upper Patterns Stylish and Exclusive?

"Variety is the spice of life", runs the old saying. And nowhere can this be more aptly applied than to the shoe industry. People do want new styles, new lasts, new patterns; they do look for something new and "different." And they do expect the manufacturer to cater to their wants.

Are you able to satisfy **your** trade? If not, it means that you require the co-operation of United Last designers. Their skill and their experience can do wonders for your line.

Why not give us the opportunity to show you?

United Last Company, Limited
Montreal, Que.

Toronto Sales & Pattern Shop 76 Richmond St. E., Telephone Main 4565

The Logical Sole Leather for the Big White Season

ADVANCE fashions, throughout the winter season at Palm Beach and Pinehurst, have favored strongly Vaughan's Ivory Sole Leather. With the advent of spring, the nation-wide demand will be: "good white footwear with durable white soles!"



Sides	Bellies	Cut Soles	Fibre Board
Backs	Shoulders	Welting	Midsoles
Bends	Heads	Toplifts	Offal

GEORGE C. VAUGHAN

TANNERIES AT
PEABODY, MASSACHUSETTS



VAUGHAN'S IVORY

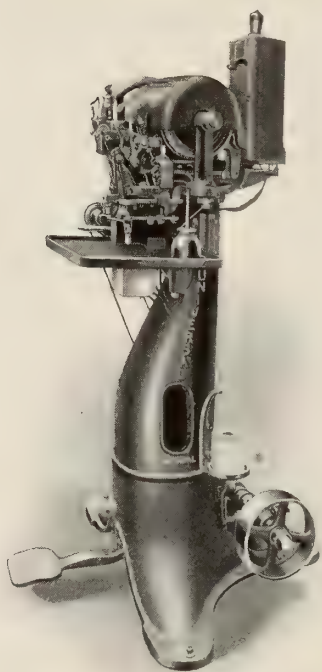
THE SOLE THAT HAS MADE
WHITE SHOES STAPLE

MADE BY
GEORGE C. VAUGHAN
Tanneries at
PEABODY
MASS.



It Means Money to You

Put in This Machine and—



You will have a means at your disposal of doubling your income.

The "Universal" model "S" stitcher is guaranteed the best outsole stitcher offered the repairing trade. Unequalled Service Maintained.

"Made in Canada" there is no duty. At the same time the "Universal" has all the advantages and conveniences enjoyed by royalty machines at ownership privileges. It works rapidly, thoroughly and cheaply, and pays for itself in quick time.

Manufactured exclusively by us. Easy terms or net cash plan.

Universal Shoe Machinery Limited

128 Queen Street

MONTREAL

Agents in Toronto and all principal cities

Vancouver Agent: C. Ross Lawrence, 57 Cordova St.



"GUTTA PERCHA"

Rubber Footwear

*Now Is The Time To Consider
Your Next Season's Requirements*

We are booking orders now for the "Gutta Percha" line of Rubber Footwear. It will pay you to look over the samples carefully because there have been important new additions, and improvements have been made in the old models where possible.

A careful consideration now of your future requirements will settle the matter and take it off your mind. This will leave you free to concentrate on your current business.

Stocks Carried by leading Jobbers and Our branches

Gutta Percha & Rubber, Limited

Head Offices and Factories, TORONTO

Branches from Coast to Coast

THE **KING BROTHERS CO., LIMITED**
 Established 1863
 WHITBY, ONTARIO

Manufacturers of

**Chrome, Combination and
 Bark Tanned
 Side Upper Leather**

Ooze, Flexible and Wax Splits for Home and
 Export Trade

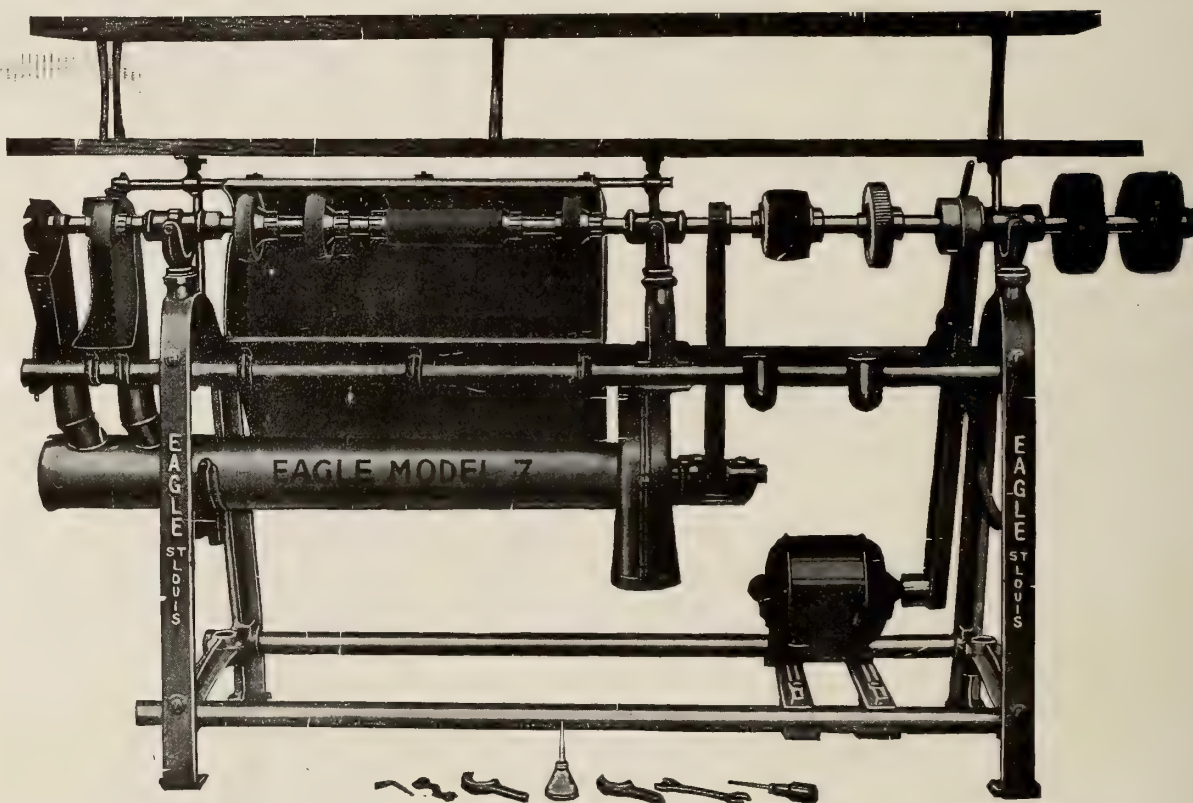
**Lowest Rates per
 Interested Reader**

Where this guarantee of worth is to
 be found:—



Hugh C. MacLean Publications
 LIMITED

**Better Work and More Business when your
 shop is equipped with "Eagle" Machinery**



The model 7 Eagle Finisher shown above represents the very last word in this type of shoe repairing equipment. Not only does it ensure better work and more business, but by reason of the system of belt shifting, your power is reduced 50% as the finishing shaft is stationary when sanding shaft is in operation, and vice versa. Equipped with double shelf and can be had in either Tight-Loose Pulley or clutch style.

Dimensions: Length 7 feet 2 inches. Width 24 inches. Weight crated, 575 pounds.

Write us today for prices and full information concerning this or any of our machines—Combination Heel Remover and Nail Cutter, Combination Sole Cutter and Skiver, Heel Reducer, Wide Blade Skiver, Sole Cutter, Large and Small Jacks, etc.

Choice of all best makes of electric motors, supplied with this machine.

Levine Leather Company Limited

475 Queen St., W., Toronto, Canada

Representing Eagle Machine Co., St. Louis, Mo.

97%

of Footwear
and allied lines
are sold on the
recommendation
of the Retail
Merchant

In the eyes of
the Consumer
he is responsible

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Newest Creations in Buckels

Buckels with snap and qual-
ity for all style slippers.



BEADED
CUT STEEL
RHINESTONE

WRITE FOR
SAMPLES
NO OBLIGATIONS

LATEST
BELGIUM CLEO
No. 1103

Pleated ribbon buc-
kels from \$5.50 doz.
to \$7.50 doz. pairs.

This buckel can be used
either on plain, one-
strap or colonial pumps.

Parisian Beading Works Co.

1028 Arch Street, Philadelphia, Pa.

We Can Save Money for You on Your
Shipping & Packing

H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO

Shoe Shanks

McKay, Turns & Welts
All Steel
Leatherboard
Leatherboard & Wood
Leatherboard & Steel

We have a thoroughly equipped plant devoted to the production of Shoe Shanks in Canada.

Write for prices.

**The H. W. Steel Shank & Specialty
Company Limited**
Preston Ont.

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00
DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.
CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan
\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager



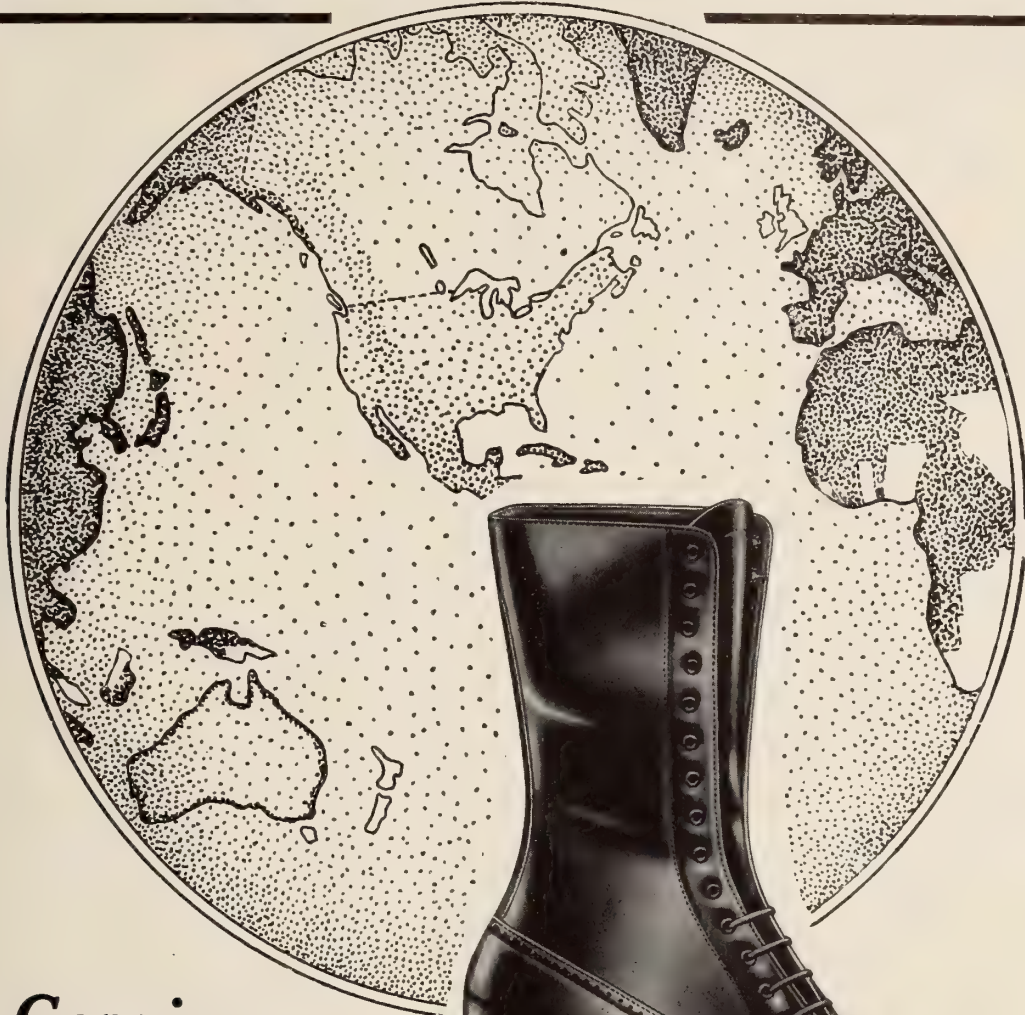
Your Inevitable Choice

So consistently has New Castle Kid led all others in quality and economy that it has come to be regarded as the inevitable choice for fine footwear. Many things contribute to its excellence, for the manufacture of New Castle Kid has been reduced to an exact science wherein the careful selection, working out and trimming of every skin all play their part. In New Castle Colors, there is also an indefinable something which sets them apart and stamps them as products of master craftsman. An example of this is our Havana Brown which has been acclaimed as a real triumph in kid manufacture.

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

The Only Shoe in the World



***—a Genuine
Goodyear Welt
made with a
Pillow Welt Insole***

No other shoe on the market can give such comfort, provide such freedom or look so neat; because no other shoe embodies the same perfect principles of construction.

Ask our salesman to call with next season's samples.

GLOBE SHOE LIMITED

Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St., W.

Carried in stock by Alfred Lambert, Inc., Montreal

FOOTWEAR IN CANADA



PROVE CLARKE'S BY COMPARISON

Try this simple test. Let us send you a sample of A.R.C Brand Patent Leather, and then compare it with the kind you are now using. We'll leave it to you to say that Clarke's excels in point of texture, brilliance, flexibility, cutting value.

AND IT "LASTS LONG AND DOES NOT CRACK."

Write us for a sample now, while it is in your mind.

A. R. CLARKE & CO. LTD.
TORONTO
MONTREAL, QUEBEC



Footwear in Canada



Last 133

Archgrip
"Grips the Arch"

*Preserves
Prevents
Corrects*



Last 56

Scientifically constructed
to relieve and avoid ser-
ious Foot Ailments.

Wear

Archgrip
"Grips the Arch"
(Trade Mark Registered)

Shoes for the world's work,
then extreme styles cannot
injure your feet.

Advertising Service at your disposal.
Write us regarding Archgrip Agency in
your district.



Last 57



Last 58

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx - Archgrip - Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto



PANCO

Why this is the World's Greatest Soling Material

BECAUSE—As a composition it possesses all of the best qualities of leather and rubber, outwearing leather better than two to one.

BECAUSE—It is always uniform in its construction. Unlike even the best of soling leather—every pair of Panco soles is “just like the other pair.”

BECAUSE—It withstands the elements of heat and cold without cracking or slipping, and does not deteriorate with age.

BECAUSE—The non-graining feature of composition overcomes any breaking away or cutting of stitches, irrespective of tension applied.

***PANTHER HEELS like Panco
Soles will outwear all other makes***

MADE IN CANADA

Panther Rubber Company

Limited

SHERBROOKE, QUEBEC



Tipperary Shoes



Have you seen the latest Columbus lines in white footwear?

Two of the best sellers are illustrated herewith.

Designed on the latest lasts, these fashionable one-straps make ready sales

For your sorting requirements you can get service from Columbus, as a complete stock of Tipperary Shoes is carried by all our branches and selling agents.



The Columbus Rubber Co., of Montreal, LIMITED

Head Office and Factory - - - 1349 Demontigny St., Montreal

Also

Branches at Montreal, Toronto, Ottawa, Winnipeg and Calgary

Sales Agencies:

Wm. Cook Shoe Co.....Moncton, N.B.
Fleetwood Footwear Ltd.....St. John, N.B.
Poliquin & Darveau.....Quebec, Que.
Louis McNulty.....St. Johns, Que.
J. I. Chouinard.....Montreal Que.

S. Marantz.....Winnipeg, Man.
Wholesale Distributors Ltd.....Winnipeg, Man.
Tree Spriggs Co., Ltd.....Winnipeg, Man.
W. A. Law Footwear Co., Ltd.....Winnipeg, Man.
Shaw Brothers.....Edmonton, Alta.
Anderson & MacDonald.....Vancouver, B.C.



Shoemakers to Wholesalers only



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

Miner's tennis shoes have the Boy Scout or Girl Guide Medallion on the sole.

You can increase your sales by featuring this to the boys and girls, besides all Miner's Greyhounds last longer because they're Pressure Cured.



F 781—\$3.35



F 774—\$2.85



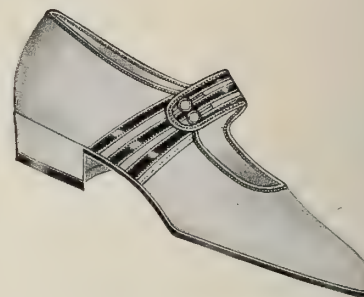
F 742—\$2.15



F 595—\$2.35



F 859—\$3.15



F 582—\$1.85



In Stock

In Style

DESCRIPTIONS

- F 780—Black Satin One Strap, 16/8 Full Louis Heel leather lined, widths A-D. Code "Bab"\$3.35
 F 781—Same except 14/8 Full Louis Heel. Code "Hattie"\$3.35
 F 774—Black Satin One Strap, brocade quarter, 9-8 heel, leather lined, imitation turn. Widths B to D. Code "Conny"\$2.85
 F 742—Black Satin One Strap, 9/8 Flapper Heel, drill lined, imitation turn, widths C to D. Code "Inda"\$2.15
 F 776—As above, except Leather lined, widths B to D. Code "Edna"\$2.75
 F 786—As above except Genuine turn, Leather lined. Rhinestone Button, widths B to D. Code "Clover"\$3.10
 F 595—White Whipcord One Strap, Two Button, White Kid Trim, Side Cut Outs, imitation turn 12/8 Cuban Heel, widths B to D. Code "Pola"\$2.35
 F 859—Black Satin One Strap, Suede Collar and Cut Out Tongue, Turn 15/8 Full Louis Heel, widths A to D. Code "Madlyn"\$3.85
 F 861—Black Satin One Strap, Suede Collar and Cut Out Tongue, imitation turn, 12/8 Cuban Heel, widths B to D. Code "Sylvia"\$3.15
 F 582—White Canvas Patent Trimmed One Strap, Two Button, imitation turn, 9/8 Heel, widths B to D. Code "Enid"\$1.85
 F 580—Same as above except with 12/8 Cuban Heel. Code "Thelma"\$1.85

Send for your copy of Hannahsons News

Fashionable Novelties at Volume Prices!

Take any shoe illustrated, figure its cost landed in Canada and you will see that HANNAHSONS Fashionable Fabric Novelties are still in the volume grade.

You want volume and turnover. HANNAHSONS fast selling line will give you both.

Try a dozen—or sizes—from stock and be convinced that HANNAHSONS novelties offer you an unusual opportunity for volume sales and profits.

HANNAHSONS SHOE CO.
Haverhill, Mass., U.S.A.

A live, hustling representative for province of Quebec wanted, an experienced active salesman can form a very desirable connection with us.

Canadian Representative:
V. A. PEARSALL,
11 Fern Ave., Toronto, Ont.

The "PROFESSOR"



*A
Tebbutt
Health
Shoe*



WHERE will you find another shoe that boasts such clean-cut, dressy style, and such health and comfort-giving construction? Is it surprising that the demand for the "Professor" at times exceeds the supply?

The "Professor" Golden Cross Shoe is made in Vici Kid in both Blucher and Bal; cushioned insole; thermal sole; non-perspiro.

Don't let this one get away from you. Sit down and write us for samples, now.

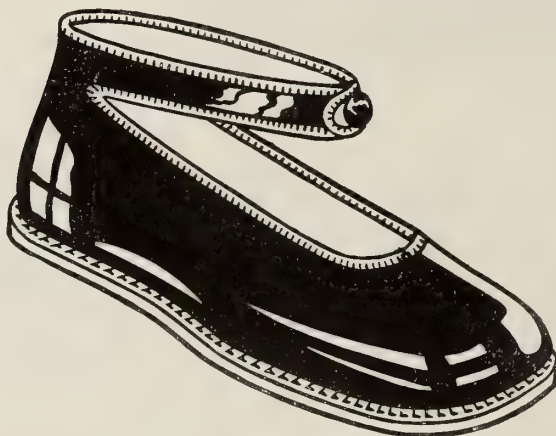
Tebbutt Shoe & Leather Co. Ltd.
Three Rivers, P. Q.

Representative: Gordon S. Weaver, Room 504, 28 Wellington St. W., Toronto



Announcing
“PIED PIPER JUNIOR”

a welt shoe—sizes 2 to 5



Note these prices

Slippers, Patent, White, Chocolate	.90c.
Boots, Lace or Button	\$1.05

For June Delivery

CHAS. TILLEY & SON, LIMITED

Exclusive Distributors for Ontario

**90 RICHMOND ST. WEST
TORONTO**



TILLEY'S REGENT

In Black, Tan, Brown, Mahogany and Ox Blood. Does not stain the hands. \$1.10 per doz.

Patent Leather Cream. A polish preservative for all enamel leathers. Black and White, two sizes, in opal jars—\$1.50 and \$2.25 per doz.

NUBLACK

Absolutely a waterproof polish and stain. Showcard in each box. \$1.10 per doz.

SUEDE POWDER

Most successful renovator for suede shoes, black and all new season's shades. \$2.00 per doz.

Tilley's Black Stain Dyoline will produce a permanent jet black on any colored leather. \$1.75 per doz.

Tilley's Shoe Dressing will soften and preserve the leather. Lengthens the life of the shoe. \$1.25 per doz.



Stock "Tilley's" for Satisfaction and Profit

The Tilley range consisting of Polishes, Dressings and Pastes, is complete in every sense of the word. There is not a shoe for any season for which Tilley cannot supply just the correct preparation.

Tilley's, with its firmly established reputation, is the line for you to handle.

MADE IN CANADA

Chas. Tilley & Son
Limited
Leather and Shoe Store Supplies
90 Richmond St. W.
Toronto

Manitoba Agency:
G. WHEELER & CO.,
128 Princess Street, Winnipeg

Maritime Province Agency:
H. W. UPHAM,
Moncton, N.B.



The man's shoe with a real chassis!

A shoe with an unusual appeal to men — the real chassis.

A shoe that has genuine advantages for men — because of this chassis.

A shoe that builds business and holds it — because of the exclusive features of this chassis.

Such is the Arch Preserver Shoe for Men. Its finely built chassis carries the weight of the body easily, comfortably, without the slightest strain on the foot arches.

The Arch Preserver Shoe provides a correct walking base for the outer margin of the bottom of the foot — supports the foot where support is needed, yet bends freely at the ball, *the only place where the foot itself bends!*

The arch simply can not become strained, nor the shoe itself misshapen, because of the concealed, built-in anchored bridge.

E. T. WRIGHT & CO., INC.
Rockland, Mass.

The Arch Preserver Shoe keeps men's feet free and unhindered — healthy and vigorous. No other shoe can give such perfect comfort and foot happiness, because no other shoe can have the exclusive, patented features of this shoe.

Further, the good style in every pair of Arch Preserver Shoes makes them comparable in appearance with the highest grade of shoes. They sell on good looks and quality; they give satisfaction and create good-will on their keeping the feet well and comfortable.

A shoe so obviously superior must mean a more valuable selling franchise.

You must be interested in the Arch Preserver Shoe — if you really want to secure the greatest amount of business from your community — and hold it. Let us hear from you.

Makers of the "Just Wright"
Men's Fine Shoes since 1876

Made in Canada by

The Talbot Shoe Co. Limited

under special license from E. T. Wright & Co. Inc.

THE
**ARCH PRESERVER
SHOE**



This Trade-Mark is found on the sole and lining of every genuine Arch Preserver Shoe. There are seven patents embodied in Arch Preserver Shoe construction. These are vested solely with E. T. Wright & Company, Inc., Rockland, Massachusetts, for the making of men's and boys' shoes, and with The Selby Shoe Company, Portsmouth, Ohio, for the making of women's and misses' shoes.



**Tie your store to
this advertising**

You'll see the Arch Preserver Shoe advertised in *The Saturday Evening Post*, *Century*, *Harper's*, *Scribner's*, *World's Work*, *Review of Reviews*, *Atlantic Monthly* regularly all this year. Big space and interesting copy that will help you sell the shoe. Ask about the numerous dealer helps we offer to enable you to tie your store to this advertising—newspaper electros, booklets, folders, display cards, etc.

The "Ritchie" Arch Support Shoe

Comes in black kid and black and colored calf, dressy in appearance, with medium round toe.



MADE on a last designed by a specialist in the correction of foot troubles.

Specially hollowed out in the shank and under the transverse arch.

Double trussed steel shank securely riveted to insole secures pressure against arch in walking.

Rubber orthopædic heel, extra long on the inside, supports the shank, and carries the weight of the body, thus relieving the arch.

Carried in stock by

Amherst Boot & Shoe Co. Ltd., Amherst, N.S.
The J. M. Humphrey Co. Ltd., St. John, N.B.
Brown, Rochette Limited, - Quebec, P.Q.
Miner Shoe Co. Ltd., - Montreal, P.Q.

The Midland Shoe Company - Kingston, Ont.
J. A. McLaren Co. Limited, - Toronto, Ont.
Congdon, Marsh Limited - Winnipeg, Man.
Amherst Central Shoe Co. Ltd., Regina, Sask.
Ault Shoe Co. Limited, Ottawa, Ont.

And at the Factory

THE JOHN RITCHIE CO., LIMITED
QUEBEC



NATUR - ARCH

During the past several years there has come over this country, a great wave of what may be called practical appreciation—taste for things that represent the need of the age, and spirit of the day.

There's more in these shoes than the mere name "corrective"—There's ease and rest for tired feet, because they're built on Nature's lines.

We have formed their characteristics. Their reputation has been made by the wearers.

THE HARTT BOOT & SHOE CO., Limited
Fredericton - New Brunswick

HARTT'S Natur-Arch



"BACK-to-NATURE"



Snappy Spring Styles in Stock in Classic Shoes Ready for Immediate Delivery

PATENT
ONLY



5 - 7½, 8 - 10½, 11 - 2

460—A snappy one strap, two button, Turn sole. Every retailer should have this line in stock. White linings that will not soil the hose, extremely good looking. In stock in Misses, Girl's and Children's sizes.

460—11 - 2\$2.60
360— 8 - 10½ 2.15
260— 5 - 7½ 1.75

PATENT
WHITE BUCK



PATENT
LEATHER
ONLY



1172—Our new instep strap slipper is the most popular shoe we have in stock. Made on our Goodyear Welt process, Chrome and Leather oak bend soles. Cushion insoles, Spring heel, Chrome Soles.

1172— 2 - 4½, \$1.30, 2172—5 - 7½ \$...\$1.65
Leather oak bends soles
2172x— 5 - 7½, \$1.95, 3172x—8 - 10 .. 2.30
4174—11 - 2 \$3.25.

PATENT
ONLY



2 - 4½, 5 - 7½, 8 - 10½

1179—A pleasing shoe for both the mothers and little ones. Made on a pattern that cannot be excelled for good looks anywhere in CANADA, with Chrome soles and "Kiddie-Kumf" cushion insoles. Goodyear Welt, Spring heel, sizes,

2 - 4½\$1.75
5 - 7½ 2.20
8 - 10½ 2.65

8071—A most popular shoe for the growing girl; made on our new G & S process. Imitation turn, single sole, 8/8 heel. C & D, widths 2½ - 7½ \$3.65

8072—Same shoe as 8071 except in White Buck C & D, 2½-7½ \$4.00



PATENT, GUNMETAL
AND TAN CALF
OXFORD

4028—A little thoroughbred oxford, sold the year round. Every retailer should have it in stock. White quarter linings, Reg. heel. In stock in Misses and Girl's sizes. Patent

3028—8 - 10½, \$2.50, 4028—11 - 2 \$2.75
Gunmetal Calf.
3029—8 - 10½, \$2.50, 4029—11 - 2, \$2.75
Tan Calf.
3030—8 - 10½, \$2.50, 4030, 11 - 2, \$2.75

Send for our "In-Stock" Catalogue To-day

GETTY & SCOTT LIMITED

Makers of Classic Shoes for Women and Children

Nursery Welt Double Sole

PROCESS PATENTED 1923



ALL ARE IN STOCK

**Shipment made same day
order is received**



BABY'S TURN-WELTS

Chrome Sole Full Sizes Only, 2-5

STOCK	DESCRIPTION	PRICE
150	Patent Blucher, Mat Calf Top...	\$1.60
151	Black Kid Blucher	1.40
152	Havana Blucher.....	1.40
160	Patent Button, Mat Calf Top...	1.60
161	Black Kid Button.....	1.40
162	Havana Kid Button.....	1.40
170	Patent Mary Jane.....	1.30

INFANT'S TURN-WELTS

Oak Sole Sizes 4-7½

250	Patent Blucher, Mat. Calf Top..	2.35
251	Black Kid Blucher.....	2.25
252	Havana Kid Blucher.....	2.25
253	Velour Calf Blucher.....	2.25
254	Mahogany Calf Blucher.....	2.25
260	Patent Button, Mat Calf Top...	2.35
261	Black Kid Button.....	2.25
262	Havana Kid Button.....	2.25
272	Patent Slipper.....	1.85
280	Patent Blucher Oxford.....	2.15
281	Mahogany Blucher Oxford.....	2.15

CHILD'S TURN WELTS

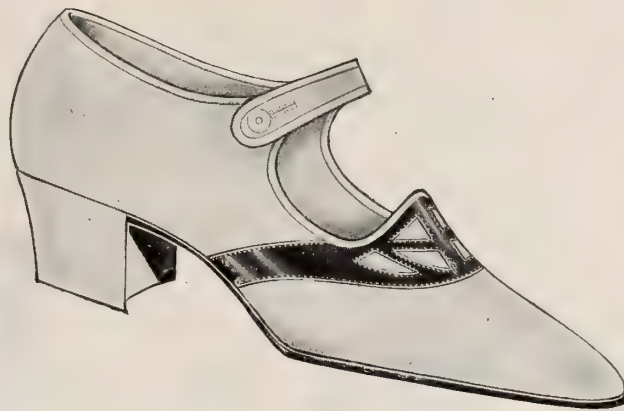
Oak Sole Sizes 8-10½

350	Patent Blucher, Mat Calf Top..	2.85
353	Velour Calf Blucher.....	2.75
354	Mahogany Calf Blucher.....	2.75
372	Patent Slipper.....	2.25
380	Patent Blucher Oxford.....	2.50
381	Mahogany Blucher Oxford..	2.50

The Nursery Shoe Co.
Limited

ST. THOMAS, ONT.

Now Is The Season For Outing Shoes



White Canvas One Strap, Patent Vamp Collar, with Cut Outs

Our lines of outing shoes in white canvas are made up in a pleasing variety of styles.

This season's range is one that is sure to be much in demand, and we ask you to be sure and inspect these lines which are unique.

GAGNON, LACHAPELLE & HEBERT
55 Kent Street, Montreal

The Mark of a Well Made Shoe



Grecian last 13/8 Mil D width

124 Pat. 1 strap	\$3.35
135 Blk. Kid 1 strap Oxfords	.. 3.35
106 Br. Kid Oxford	 3.75
107 Br. Calf Oxford	 3.50
112 Pat. Oxford	 3.50
All Imt. tip	



Grecian last 13/8 Mil D width

103 Pat. and Grey 1 strap	\$3.50
142 Pat. one strap Grey Buck Quarter	3.50
144 Br. Kid one strap Buck Top	.. 3.75
All Imt. tip	



Joli last 17/8 Louis D width

122 Pat. one strap	\$3.50
129 Kid one strap	 3.50
138 Kid two strap	 3.50
Plain toe	



The Famous Aunt Mary Cushion Sole Rubber Heel

83 Kid one strap	\$3.25
84 Kid Button	 4.25
86 Kid Fat Ankle Bal.	 4.25
87 Kid Bal. Comb. last	 4.25
88 Kid Bal. Stand leg	 4.25
89 Kid Bal. Kid tip	 4.25
90 Kid Oxford	 3.25
91 Kid Oxford Kid tip	 3.40
2½ to 8, (size 9, 50c. extra) no 8½	



Paris last 13/8 Mil D width

168 Br. Calf Bal. Oxford	\$3.50
169 Pat. Bal. Oxford	 3.50
105 Br. Calf Blu. Oxford	 3.50
110 Pat. Blu. Oxford	 3.50
172 Blk. Kid Oxford Cush. sole	 3.65
R. Heel	 4.65
117 Same in Bal.	 4.65



Fairy last 8/8 Mil heel D width

402 Satin 1 strap	\$3.35
403 Pat. 1 strap Grey Buck Qr.	3.50
417 Pat. 2 butt. 1 strap	 3.50
423 Kid 2 butt. 1 strap	 3.50
424 Pat. and Grey 1 strap	 3.60
425 Br. Calf, 1 strap Oxfords	.. 3.50
408 Blk. Kid Oxford	 3.40
419 Pat. Oxford	 3.50
431 Br. Calf Oxford	 3.50

All these and many other
lines in stock for immediate
shipment.



Patrician last 14/8 Mil D width

122 Pat. 3 strap	\$3.50
133 Kid 3 strap	 3.50
130 Pat. 1 strap Grey Buck collar	.. 3.35
152 Satin 1 strap 14/8 Spanish heel	3.35

The W. E. Woelfle Shoe Co., Limited

KITCHENER - CANADA

Two Lines Every Dealer Should be Handling

OF late, we've been hearing a great deal about the corrective type of shoe.

Undoubtedly, people are beginning to give more thought to their feet. And not only to their own but to their children's. For they know that most foot troubles are the result of wearing ill-fitting shoes during the time the little foot was in process of development. Such people are turning to KEWPIE KEWPS—the flexible, cushion-soled leather shoes—when outfitting their children's feet.

Kewpie Kewps are the most scientifically constructed shoes for children ever offered to the public. Their success which has been remarkable, is in reality just beginning. There is still plenty of room for live dealers in many districts to share in the profitable Kewpie Kewps proposition. There is room for YOU.

Why not let us send full particulars?



Process fully protected by patent

Infant's sizes 2-5 made with Chrome Tanned Elk Sole. Larger sizes with regular high grade Oak Sole Tannage.

Eclipse Footwear



THIS firmly established line of juveniles has built up its reputation on the "economy through quality" idea. The materials and workmanship are of one grade only—the very best we can obtain. The designs, while attractive, follow closely nature's requirements, so that the foot is allowed full freedom at all times.

Eclipse footwear deserves the attention of every merchant.

Ask us for samples.

The Galt Shoe Mfg. Company, Limited
Galt - Ontario

Manufacturers of Growing Girls', Youths', Little Gents', Misses', Children's and Infants' Shoes
Permanent Sample Room, Toronto—Room 7C, Cosgrave Bldg., 167 Yonge St., Telephone Main 2250



NOVELTY LINES



Novelties when tastefully designed and well made are a sure means to stimulate new trade. The latest additions to the Dufresne and Locke line carry out this mission faithfully. They offer the dealer a wide range of up-to-the-minute styles in many particularly attractive patterns and combinations.

Does your stock need brightening up? You will find these numbers just the tonic it needs.

DUFRESNE & LOCKE

LIMITED

MONTREAL, QUEBEC



FLEET FOOT

Bigger Business and Extra Profits

In daily papers throughout Canada and on bill boards in the largest centres, Fleet Foot shoes will be widely advertised this season.

This national advertising is part of the Dominion Rubber System's policy to help the retail shoe dealer sell Fleet Foot shoes. It creates a big consumer demand and brings customers to Fleet Foot stores.

It is worth your while to co-operate with this national advertising of Fleet Foot, because

- (1) Nationally advertised lines are the easiest to sell;
- (2) National advertising helps you in making a quicker turnover of stocks and that means added profits.

Start the Fleet Foot season with a complete, well-balanced assortment of Fleet Foot shoes for men, women and children. It is the surest way for bigger business and extra profits during the summer season.

Our service branches can serve you promptly.

Dominion Rubber System Limited

Head Office: Montreal

Service Branches at:

St. John, N.B.
Halifax, N.S.
Montreal, P.Q.
Quebec, P.Q.
Ottawa, Ont.
Toronto, Ont.
Belleville, Ont.

Hamilton, Ont.
Brantford, Ont.
Kitchener, Ont.
London, Ont.
Windsor, Ont.
North Bay, Ont.
Ft. William, Ont.

Winnipeg, Man.
Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.
Lethbridge, Alta.
Edmonton, Alta.
Vancouver, B.C.
Victoria, B.C.

NOW is the time to place your order for

NON-RIP SANDALS

Brown Leather

Infants	3	-	7½	...	\$.80
Childs	8	-	10½	...	.95
Misses	11	-	2	...	1.10
Womens	2½	-	7	...	1.40
Mens	5	-	11	...	1.65



Patent Leather

Infants	3	-	7½	...	\$1.10
Childs	8	-	10½	...	1.25
Misses	11	-	2	...	1.40
Womens	2½	-	7	...	1.75

PHILIP JACOBI

Shoe Store Supplies

5 East Wellington St. Toronto, Canada

Montreal Branch 153 Peel Street



SHOE POLISHES, CLEANERS, CREAMS AND DYES
FOR EVERY SHOE REQUIREMENT



LION BRAND SHOE POLISHES

Guaranteed to give satisfaction An attractive margin on every sale
Special discount on quantities

Order from your wholesaler or direct

Manufactured by LION POLISH CO., LIMITED, 525 West King Street, Toronto, Ont.



“GUTTA PERCHA”

Rubber Footwear

This is the season when it pays you to look over the samples with care and forethought. There are many improvements and important additions that are well worth your examination and consideration.

By early action you will be relieved of all scramble and hurried ordering later on. The selection of your future stock is well worth mature, leisurely study and care.

And the prestige of this old established “Gutta Percha” line is a definite help in making sales and profits. “Gutta Percha” Rubber Footwear in your window displays attracts customers because in it they recognize a line which they know well and favorably for value and satisfaction.



Stocked by Our Branches and Leading Jobbers

Gutta Percha & Rubber

—LIMITED—

Head Offices and Factories, Toronto

Branches from Coast to Coast

Mr. High Class Retailer

This is a message from US to YOU

Some one in your town or city is soon going to sell Taplin Natural Tread Shoes.

When the Agency has been arranged the service we can render surpasses in completeness anything you have ever experienced. We can sell a population up to 40,000 in one night so that each and every street in the place will be talking our shoes.

Your townspeople will know

Why Natural Treads are made

Why they should be worn

Who sells them

The service to expect

The comfort to look for

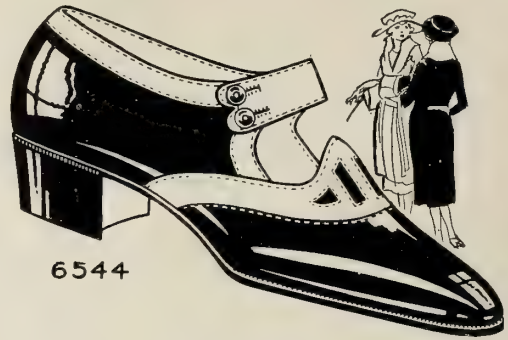
We leave nothing to chance. We positively do the selling for you. All you have to do is to fit the shoes and take in the money.

Our lasts have been altered just a little. Today they are the most outstanding line of hygienic shoes in the world. They are more than that. They are such good looking shoes that they are practically "Self selling."

Sit right down and spend a few cents in postage. Find out more particulars. No obligation attached of course.



Natural Tread Shoes of Canada
Limited
Belleville, Ont.



BUDDIE

Novelties

Our Speciality

No. 6544 Womens Patent Leather Vamp and Quarter One Strap, Two Button, Black Suede, Small Tongue Black Suede Collar and Strap Patent Leather Underlay on Tongue. 9/8 Military Heel McKay Construction. "D" Width on a High Grade Splendid Fitting Last.

Sizes 2½ to 7.

Price \$3.10

Immediate Delivery

No. 6674 Same as above with 16/8 Leather Louis Heel.

Sizes 2½ to 7.

Price \$3.20

Immediate Delivery

No. 6940 Same as No. 6544 with Grey Suede Trimming.

Sizes 2½ to 7.

Price \$3.10

No. 6673 Same as No. 6674 with Grey Suede Trimming instead of Black Suede.

Sizes 2½ to 7.

Price \$3.20

Immediate Delivery

Nathan Cummings
310 Notre Dame St. W., Montreal

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses', and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

A. L. GAMBA 46 Dean Street,
London W.1 & Milan

Agent for Canada:—
A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoo,
Ox. London."

Gamba's
Famous Milan Toe Ballet Shoes

FOR OVER 20 YEARS
Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.—
The position of Toe Dancing in England today
is Testimony to their Excellence



TRYING to keep pace with fashion's
varying whims often leaves a merchant
with a stock of unsaleable goods on his
hands. Not so with the merchant who
handles the lines of A. A. Cote & Son,
Limited, for these are all-the-year-round
sellers—the kind that nine out of ten people
want to buy.

Have you examined samples?

A. A. Cote & Son Limited
St. Hyacinthe, Que.

A SPECIALTY LINE THAT CREATES TRADE

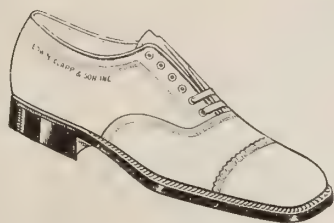
Your stock is not complete unless it includes one line which is
distinctive in its appeal to the better class of trade. Footgloves
combine character and comfort to a degree which has made
them favorites in Britain. They offer an exceptional opportuni-
ty for dealers to cash in on the prestige enjoyed by British-
made footwear.

Samples and prices will be furnished promptly
upon request to the manufacturers.

John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
ENGLAND



A Smart Oxford
from the Footglove Factories



THE "SILVER KING"

Gives to Discriminating Men the utmost
in Style tempered by Good Taste

Looks Equally Well in Vici, Kangaroo and Calfskin

Edwin Clapp & Son Inc.

Established 1853

East Weymouth — Mass. U. S. A.

Since 1865

"SQUARE WEAR" in EVERY PAIR



The reputation enjoyed by Yamaska Shoes is the result of the single-minded endeavor of J. A. & M. Cote to offer the greatest possible value in a moderate-priced shoe. "Square Wear" is their chief claim to popularity and every pair bears out the claim. That means that the finest materials and workmanship must be employed, and they are. Yamaska Shoes are also built on comfort-giving lasts and in styles which, while conservative, are up-to-the-minute in every respect.

Do not place before our representative
has called on you

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

The Sportsman's Favorite



This is Canada's favorite hockey shoe—worn and recommended by the leading players in the game. Snug fitting, comfortable and sturdy. Guaranteed to outlast all others. Samples gladly forwarded for your inspection.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC



Black
Brown
Tan

*Order
by name
from
your Jobber*

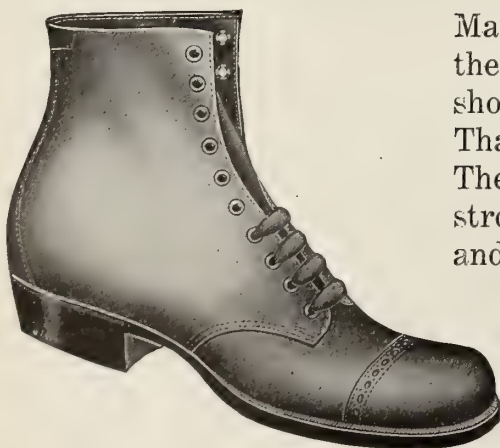
HUMBERSTONE NON-RIP Reg'd. SANDALS

The most popular
sandals on the
Canadian market

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

Wholesale Only

Solid Leather Means Long Wear



Many a customer who comes in to buy shoes does not know the difference between calf and kip, but tell him that the shoes are made of solid leather and it means something. That is why Hydro City Shoes are so tremendously popular. Their sturdy construction and comfortable lasts make the strongest possible appeal. They represent honest value and guarantee long service.

Prompt delivery of all lines can be made from stocks at 342 Richmond Street, London, Ontario, or direct from Kitchener.

Make up your order and send it in today

HYDRO CITY SHOE MFRS.

KITCHENER

LIMITED

ONTARIO

Footwear

in Canada

Member Audit Bureau of Circulations

57 per cent. more net paid circulation;
67 per cent. more paid circulation among
retail shoe dealers and repair shops,
than any other shoe paper in Canada.
See Reports Audit Bureau of Circulations
Subscription records available to prove above

VOLUME XIII

MAY, 1923

Number 5

IN THIS ISSUE READ

<i>Anatomy for the Shoe Salesman</i>	34	<i>Helping Humanity in the Pursuit of</i>	
<i>Ackerman & Son, B. F.</i>	68	<i>Happiness</i>	30
<i>Aird & Son</i>	4	<i>Halford Pub. Co.</i>	23
<i>Beardmore & Co.</i>	60	<i>Hannahsons Shoe Co.</i>	6
<i>Blachford Shoe & Mfg. Co.</i>	1	<i>Hartt Boot & Shoe Co.</i>	12
<i>Breithaupt Leather Co.</i>	28	<i>Hinde & Dauche Paper Box Co.</i>	62
<i>Brandt, F.C.</i>	23	<i>Humberstone Shoe Co.</i>	26
<i>Canadian-made Types of Corrective</i>		<i>Hydro City Shoe Mfrs.</i>	26
<i>Footwear</i>	37	<i>Jacobi, Philip</i>	20
<i>Confusion in Terms Used in Hosiery</i>		<i>Landis Machine Co.</i>	68
<i>Trade</i>	44	<i>La Duchesse Shoe Co.</i>	23
<i>Canadian Shoe Mfg. Industry Speaks</i>		<i>Lion Polish Co., Ltd.</i>	20
<i>for itself at Ottawa</i>	54	<i>Levine Leather Co.</i>	64
<i>Canadian Shoe Exhibit at C.N.E.</i>	56	<i>Manufacturers and Leather Section</i>	53
<i>Condition of the Hide Market</i>	57	<i>McDowell & Lincoln Ltd.</i>	66
<i>Clapp & Son Inc., Edwin</i>	25	<i>Miner Rubber Co.</i>	5
<i>Clarke & Co., A. R.</i>	72	<i>Natural Tread Shoe Co.</i>	22
<i>Columbus Rubber Co., Ltd.</i>	3	<i>New Castle Leather Co.</i>	67
<i>Cote, J. A. & M.</i>	25	<i>Nursery Shoe Co.</i>	14
<i>Cote & Son, A. A.</i>	24	<i>Oscar Onken Co.</i>	62
<i>Consolidated Rubber Co.</i>	19	<i>Portrait Gallery of the Industry—No. 2</i>	65
<i>Cummings, Nathan</i>	22	<i>Panther Rubber Co.</i>	2
<i>Demand for Corrective Footwear Will</i>		<i>Parisian Beading Co.</i>	62
<i>Continue to increase</i>	33	<i>Question and Answer Department</i>	49
<i>Distinction Between Full-fashioned and</i>		<i>Ritchie Co., Ltd., John</i>	11
<i>Mock-seam Hosiery Illustrated</i>	45	<i>Robson Leather Co.</i>	58
<i>Dufresne & Locke</i>	18	<i>Shoe Retail Opinion on the Hosiery</i>	
<i>Editorial</i>	29	<i>Question</i>	44
<i>Edwards & Edwards</i>	67	<i>Suggested Amendments to Bankruptcy</i>	
<i>Everett & Baron</i>	23	<i>Act</i>	55
<i>Foot Ailments and Their Causes</i>	30	<i>Superintending a Shoe Factory</i>	56
<i>Foot Ailments and Their Treatment...</i>	31	<i>Samson, Enr., J. E.</i>	26
<i>Framework of the Human Foot</i>	35	<i>Scott & Co., John</i>	24
<i>Finishing the Repaired Job—How and</i>		<i>The Story of Crepe Rubber</i>	63
<i>Why</i>	47	<i>Talbot Shoe Co.</i>	10
<i>Footwear Findings</i>	50	<i>Tebbutt Shoe & Leather Co.</i>	7
<i>Franklin Machine Co.</i>	62	<i>Tilley & Son, Chas.</i>	8-9
<i>Fortuna Machine Co.</i>	62	<i>Universal Shoe Machinery Ltd.</i>	69
<i>Gagnon, Lachapelle & Hebert</i>	15	<i>United Shoe Machinery Co.</i>	70
<i>Gamba, A. L.</i>	24	<i>U.S. Hotel</i>	67
<i>Galt Shoe Mfg. Co., Ltd.</i>	17	<i>Victor Shoe Machinery</i>	69
<i>Getty & Scott Ltd.</i>	13	<i>What It Costs to Put in a Complete</i>	
<i>Gutta Percha & Rubber Mfg. Co.</i>	21	<i>Stock of Corrective Shoes</i>	39
<i>Globe Shoe Co.</i>	71	<i>Windows that Stop the Passerby</i>	43
		<i>Woelfle Shoe Co.</i>	16

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO

A great many manufacturers have paid a big price to learn the power of the retail merchant

9
of Foot
and allie
are sold
recommen
of the R
Merc
In the
the Cor
he is res

Established 1857

"THE WEAR



IS THERE"

The Merchant from Missouri

is a hard man to sell to ordinarily. He has to be shown how your shoes lead, in style, price or quality, and mostly he demands quality. He knows that style and price sell shoes but that quality is the big business builder. Tell that merchant that you use Breithaupt Sole Leather and the battle is half won. He knows the consistent high quality of their tannages and that quality and wear count long after price is forgotten. It ensures for him the satisfaction of his customers and satisfied customers come back.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT

Penetang Hastings Kitchener Woodstock Burk's Falls





With the Editor



A Waste of Breath that Had Better be Turned Into Energy

The search for a scapegoat is one of the most popular past-times in days of stress. When things are not going very well and the balance is showing up on the wrong side of the ledger, the average individual likes to pick on some one upon whose shoulders he can place the blame. It may be a means of relieving one's feelings, but after all does it get us anywhere. Occasionally we meet a leather man or a manufacturer who has a sad story to tell about the impossible attitude of the retail trade. He is full of some perfectly shocking examples of profiteering on the part of shoe merchants. "Here's a fellow who has been marking his shoes up 100 per cent.," he'll tell you, "and not on millinery goods, either, but on the bread-and-butter lines—that's the kind of thing that is killing the game, that's what is holding up the whole industry."

Such statements sound a trifle imaginative. If any retailer is marking his goods up 100 per cent. these days, let him go to it. If he can do it and get away with it, he's a wizard. One may perhaps stumble across isolated instances where a dealer is getting a long profit on some one particular line, but any man who is trying to secure an undue margin on his goods isn't likely to last long in the shoe game. Competition is keen, and the public are looking around to see where they can obtain the best values. As a matter of fact, the danger to-day probably lies in retail concerns, under the stress of the fight for business, trying to operate on margins that don't take care of their overhead, not to speak of providing a profit. Most of us can name stores where shoes are sold at prices that seem impossibly low. It is a mystery to their competitors how they can carry on, or where they get the goods to sell at such figures. These concerns may eventually come a cropper, but in the meantime they certainly unload cheap shoes to the public—if that is what is needed to stimulate buying and increase the consumption of shoe leather—and were there any tendency toward exorbitant prices on the part of retailers generally, they would certainly effectively counteract it. The suggestion of profiteering in the retail shoe trade at the present time is a joke, and those who talk about the retailers not "playing the game" are talking in their sleep.

Of course there are merchants who, on their part,

do some talking about the manufacturers and the tanners that is quite as little justified. The situation is this: Every shoeman has his hands full in keeping his ship of business afloat, be it a cockleshell or a liner, and he is often called upon to use every device and resource of which he is capable to save it from financial disaster. If the talkers, therefore, would save the breath they waste in useless complaints and use it in the struggle to get business straightened away and moving ahead, it would be a relief to their fellows and a benefit to themselves.

A Menace to Thrift

Henry Ford has just started a scheme for selling cars on the instalment plan that threatens to undo all the valuable educational work carried out in recent years by our savings banks and other similar organizations and at the same time deprive hundreds of thousands of wage earners of the means of providing their families with life's necessities. It is a matter with which the retail merchant is closely concerned. Mr. Ford has made the conditions of purchase—or rather the conditions of undertaking to purchase—so very easy and liberal that it may well be the dissipation of many a hard earned reserve account, many resolves to lay by a little something for the future.

According to this scheme it is only necessary to pay \$5.00 down and \$5.00 a week. Anyone earning \$15.00 a week, according to the claims made for this scheme, can buy a Ford. Commenting on the scheme the president of the Association of Savings' Banks of New York State, says: "This plan is opposed to the tendency toward thrift which the savings banks are working so hard to build up. I have sufficient faith in the people who make up the bulk of savings bank depositors to believe that they will not be lured to extravagance, but any attempt to make them buy luxuries with their savings is destructive."

Shoe merchants who have the best interests of the industry at heart will place ahead for fall as many lines as they feel they can safely figure on at the moment. Idle factories during the summer months and overloaded factories during the early fall mean a reduction of efficiency and an increase in the overhead of the industry.



Helping Humanity in the Pursuit of Happiness

There are no Greater Kill-Joys on Earth than the Family of Foot-Ills, Corn, Bunion and the Rest of Them—How these “Glooms” are Brought into People’s Lives and How the Shoeman Should Deal with Them is Discussed by a Recognized Expert, Mr. V. E. Taplin, in the Paragraphs Which Follow

1. Foot Ailments and Their Causes

In attempting to clearly lay before the shoe retailers the causes of foot ailments I feel I shall be undertaking an explanation, the details of which are already fairly well understood by my readers. There may however be some remarks contained in this article which will be picked out as of value.

To begin with we should first come to an understanding as to just what constitutes a deformed foot:

“A **deformed foot** is one which has departed from its normal lines.” But for our purpose here when I refer to a foot as a “deformed” foot I shall mean a foot which for some reason or other has ceased to function normally, or comfortably, or efficiently.

Major Munson of the Army Shoe Board found that 95% of the feet of soldiers were deformed feet and as soldiers were, prior to enlisting, just civilians, and, as these men had necessarily passed a physical examination before enlistment, it can truthfully be claimed that they would compare favorably with the average civilian. Therefore, our deduction is that at least 95% of the feet of our civilian population are sufficiently deformed to be placed before us for examination in this article.

Complaint No. 1.—(a) Weakness, (b) Fallen Arches, (c) Flat Feet

Toeing out when walking is the principal cause. This everted gait of man and woman is so common that little notice is taken of it until the feet weaken, which of course develops other conditions of a more serious nature.

The act of toeing out forces the weight of the body onto the inner muscles of the arch instead of being equally and safely distributed as when feet are used in a parallel position—or Indian style. These inner muscles are not able to withstand this continuous abnormal pressure and will in a large majority of cases allow the foot to roll in and down.

For every fraction of an inch that a toe is turned out in walking, nature’s leverage is lost with a resulting loss of muscle development. The leverage lost must be replaced by energy from the body. Hence the gait becomes stiff—cautious—weak—painful. So instead of using the end of the great toe as a main propellor with the little toes ready to add a little speed as required (for little toes are speed producers) as is the case with all straight walkers, the movement

forward is only accomplished by means of “pushing” from the inside of the great toe. In the straight gait, leverage alone suffices. In the everted gait (toeing out) the push or shove plus energy is used.

The comparison in utilized energy in walking, say 10 miles, would be all in favor of the straight gait. One is natural, the other is forced. The physical results therefore would show that the feet used by the straight walker would grow stronger with use while the everted feet would become weaker through non-use of obviously hard working muscles and the over-straining of muscles of the weaker sort—the inner muscles of the arch:

Complaint No. 2—Hammer toes:

- Causes:**
1. Shoes too short
 2. Shoes too narrow
 3. Shoes too pointed
 4. Sox too short.

This condition is clearly illustrated in Fig. 1 and is produced by toes being held back and up or back and under until some of the muscles or ligaments have contracted and others lengthened to accommodate themselves to the new and strange position. Of course when such adjustment has taken place the toes simply remain in that position. All retailers are familiar with this condition and little detailed explanation is here necessary. The effect however is not purely local. A hammer toe condition means more. Invariably it leads to:

Complaint No. 3—Dropping of one or more of the heads of the Meta-tarsal bones with thickened painful callosities underlying these.

This affliction is one of the most troublesome the human foot is heir to. It is found in men as in women. In the latter the condition is greatly aggravated because of the prevailing high heel—which shifts a unfair percentage of the body weight from the heel to the ball; from a part quite prepared to carry weight to a part which is commonly known as the front spring of the foot and which, as such, must not be eliminated completely by an over burden of weight. Apparently the use of high heels and narrow toes were not provided for in the making of the human foot,—for there was no provision made to cushion the heads of the three centre meta-tarsals. When these drop and are therefore subjected to con-

stant wear and friction they callous and later become painful. This condition is one of the many that go to make up what is commonly known as Metatarsalgia.

Complaint No. 4—Bunions

Cause: Forcing the great toe from its true straight-out position to the centre of the foot.

Many think short shoes will do the work, but this is wrong. A wide square-toed short shoe will never produce a bunion—a badly hammered toe will result instead. Any narrow toed shoe with or without high heels and either short or long will produce them no matter what the leather may be. That is, a low-heeled, narrow-toed shoe will do the work, but



What narrow, short shoes do to the human foot—hammer toes and other deformities.

add the high heel and it makes a much shorter job of it.

The trouble—the bunion I mean—and the resulting widening of the ball part of the foot and the pointing up of the toes is the only possible mechanical result from such deformity. The tendency always is to push the heads of the first and fifth Metatarsals “out” rather than back, which in a short time produces irritation, then inflammation, and then Fungus growths. These are soon followed by bony growths

and (when narrow shoes continue to be worn) with highly inflamed swellings as a part of these enlarged, and by this time, very troublesome joints.

Complaint No. 5—Corns, Ingrown Nails, Etc.

Cause: Intermittent pressure or irritation.

This is really the only cause and they are to be found in all civilized countries in very large numbers—sometimes as many as ten to a person. They are not found where wrongly shaped shoes are not worn or among bare-footed races. These are merely local conditions which irritate and annoy and successfully defeat the possessor in his or her pursuit for happiness.

In conclusion let me suggest that any shoe which because of its width or length produces, or is capable of producing, any of the unnecessary causes of complaint here referred to should not be manufactured or sold.

Until the last few years the shoe trade knew and cared little for corrective or protective footwear. The public had never been educated to look for professional knowledge among the shoemen. Our law did not make demands of them, neither did the people. But while the law is still lying inactive a fair portion of the public have demanded a saner shoe and more advanced methods in fitting.

Greater Attention to Scientific Fitting

The shoemen of the better class are responding splendidly and along with them come a few of the manufacturers.

Only a few years ago we could seldom find a reference in our shoe trade journals to this great question; now they are vieing with each other in producing the best service along these advanced ideas which are so all important as protection to the growing boys and girls, and as correction for the already deformed feet of adults. The shoe trade will soon be a profession similar to Medicine, Dentistry, etc., etc.—and it should be. After all, why not?

2. Foot Ailments and Their Treatment

I feel that the task which now lies before me is considerably more difficult than I experienced in the first section of this article. There is so much necessary detail to explain before I can hope to convey my ideas in respect to treatment of the various conditions brought out in the article referred to above.

By “treatment” I mean the service of the retailer or his representative should provide to customers suffering or afflicted with the complaints described. And in order to get you started, I wish to say that you may look for one or more of these complaints in each of your customers, so, should you choose, you may start corrective or protective fitting on the first pair of feet arriving in your store.

Complaint No. 1—(a) Weakness, (b) Falling arch, (c) Flat feet

(a) Weakness.—Weak muscles of the feet require the same properly directed exercise as would naturally be applied to weak muscles in any other part of the body; there is no difference. The feet however are required to maintain the weight of body whether the muscles are weak or strong.

Weak feet require room for the toes, low well

balanced heels, snug fitting arch (wide open lacing always) wide enough tread and some direction in toeing straight. This is absolutely necessary. The effort to walk straight will produce strengthened inner muscles of the leg and arch even though the customer does not succeed in actually pulling their toes around. The effort will help a heap.

In overly heavy or aged people it is usually best to raise the inner side of each shoe, heel and toe, 1/8 of an inch.

(b) Falling Arch.—In falling arch all the above applies, to which should be added the following: **Always** raise the inside and direct the customer that both time and the application of common sense are required. Sometimes a soft pad or rubber and leather arch support is temporarily required to be used intermittently. The muscles must strain or they won't develop, but developing must not be overdone. The use of these pads or supports will afford rest, when they should then be removed and the feet allowed to strain again. Have them again use common sense in not over straining.

(c) Flat Feet.—Where flat foot exists, a great deal of sound judgment is required. First you must

decide whether the customer is yours or belongs to the surgeon. It may be a case where you will make more money by refusing assistance. You may incidentally keep yourself out of considerable trouble. Should the case prove (as most of them will) to be a fixed condition with flexibility gone, arch supports can be of no value except to cause pain. You will find this class of foot comfortable in a well fitted soft arch which of course makes a sort of swing for the weak structure to rest in. This class cannot possibly walk straight so that instruction of this nature may properly be omitted. Wedging of the inside will do some good. Should the foot be flat and flexible as



One example of the fruits of ignorance—on the part of the clerk and the customer

will often be found in children and young people, it requires considerable thought if you would do the best for the condition. It may be that both wedging and soft pads will be required. In such cases the tendency to press out and down on the counter will prevail and while this is actually the result required in order to straighten the foot and remove strain from the inner arch muscles, the condition must be watched so that the balance you at first decide is necessary may be maintained.

Thorough Instruction in Straight Walking

Instruction as to straight walking should be most thorough. In very bad cases and especially in children, I have refused to take the responsibility which such fitting involves and my advice decidedly is to send such cases to the best orthopedic surgeon available. He then takes the responsibility and your connection (if any) is under his orders. I find it is so easy to get oneself into plenty of trouble without including this responsibility with the many others.

Complaint No. 2—"Hammertoes"

Narrow-toed shoes won't do at all. Most people want correction and are thankful to get it. Show firmness and explain why toes should have room to spread out and down. How much they will spread depends on age and general condition of trouble. Some respond; others don't. But all grow corns and consequently at the time of fitting require the same treatment.

Fit carefully with low heels. Fit snugly over instep to hold foot in place. Give room for toes by removing pressure. Nothing else will do. I never use toe spreaders or toe straighteners and do not believe they give any practical results that could possibly warrant their use.

Complaint No. 3—"Anterior Arch Trouble"

No store can care for this condition without having a roll of insole material on hand. I do not believe it is possible to conduct a corrective or pro-

tective footwear business without yards and yards of insole.

We give enough room for the ball and toes to lie out fairly well, often allowing for an insole which should exactly fit the inside of the shoe. This insole is cut out in such a manner as to allow the tender and thickened callosities to drop into the holes which should in every case be large enough. The edges should be carefully skived off so as not to cause irritation. By this method the weight of the body is removed from the tender and prominent spots and distributed upon the well portions. Therefore relief is immediately obtained. I feel I shall have a great many readers who believe that these bones should be held up and not let down. I have tried both ways and the former gets greater results and without any of the harmful support methods. Many orthopedic surgeons who formerly used the anterior support are now following the simple and effective method above explained. In no case have I known the bones to regain their former position except, and so long as, they are held up. They drop when the support is removed. For callosities under the first and fifth meta-tarsals, or either of them, cut out insole to remove pressure in a similar manner described for the centre meta-tarsals. You are sure to make friends and customers by these methods as all pains and aches from this source usually cease; the condition itself will be remedied and the foot made comfortable. The arch of course will remain down. Therefore as there is more expense and fewer and slower results obtained in the support treatment, I choose the "holes in the insole" method.

Complaint No. 4—Bunions

Of course there is no cure except to use the axe. The most I ever attempt in bunion cases is to fit so as to remove all pressure. No customer suffering the tortures of the damned from an inflamed bunion condition will render thanks until these tortures are removed and the only practical way I have been able to discover is to remove the pressure. To do this requires wide-fitting shoes.

Frequently, in fact it is the rule, one is apt to have difficulty in fitting the instep properly when giving all this room for the bunion. Heavy padding of the tongue will help greatly and a wetting and stretching of the ball of the shoe at the joint.

Bunioned feet are from two to five widths wider than normal. In extreme cases I usually make up one width by stretching, another by padding the tongue, and the rest are in our shoes.

In fitting bunioned feet one must be very careful to allow for the abduction which is always present. Abducted bunioned feet are my very worst problem and occasionally I have spent an hour with a sufferer before I could honestly say that the job done was a satisfactory one.

Please remember that all inflammation will disap-



Flat feet in a boy of twelve years—This child has been fitted with the wrong shoes and had never been taught to walk correctly.

pear when the abnormal pressure has been removed. Bunion pads are not necessary when shoes are properly fitted. Their presence means that more width

(Continued on page 36)

Demand for Corrective Footwear Will Continue to Increase

Such is Concensus of Opinion Gathered from Questionnaire to Representative Canadian Shoe Merchants—Greatest Developments in This Line Have Taken Place During Last Six or Eight Years—More Sales to Women than Men

The corrective shoe is one of the most important developments of modern shoemaking. It is an application of science to the production of footwear. To say that this type of shoe has, definitely, "arrived" is no exaggeration of the facts. Its arrival is but a recent achievement, but it has evidently come to stay.

The reason why it has come is not far to seek. It is the result, the actual counterpart, of its opposite, the freak style shoe. Balance is one of the laws of life. Every extreme tends to generate its opposite. The fiercest fires of Puritanism were kindled during an era of the greatest licentiousness. The spirit of anarchy and Bolshevism is always most widespread in a country where tyranny is most severe. The same law that we see at work in history is operative in industry. We had an overdose of faddy and impracticable footwear; and orthopedic shoes made their appearance to counterbalance it.

Varying Viewpoints of the Corrective Shoe

There are doubtless a number of shoemen who will take issue with our reference to corrective shoes as an "extreme." That depends on the viewpoint, of course. They are an "extreme" when considered in relation to public sentiment and indeed the sentiment in the trade itself. And we have got to base our calculations and steer our course in relation to things as they actually are; not as they ought to be. The individual who limits himself strictly to a diet that is entirely wholesome and properly balanced is, theoretically, living a normal life, but, in actual fact, he is a very rare individual and quite eccentric in the eyes of his fellows, and the restaurant that set out to cater to people of his class, cutting out the pie, and the coffee, and the excess meat, sugar and potatoes, would have a pretty stiff, up-hill fight to establish a clientele. So it is with the corrective shoe. It will require a long process of education before it comes to be generally looked upon as anything other than an "extreme." There are those, however, who have had sufficient courage and vision to devote themselves to education along these lines, and whether or not one falls quite in line with their ideas, one must give them due credit for tackling a big proposition. It is evident, too, that their work has not been without effect.

The replies received to a questionnaire sent out recently to a list of representative Canadian shoemen indicate that the sales of this type of footwear in the average store carrying it runs from 2% to 5%. There are of course a large number of stores that stock no corrective shoes at all, but, on the other hand, there are some that do a big percentage of their business in this line. One shoeman in the middle west reports that his sales of corrective footwear amount to 35% of his total business. This represents an increase of 75% since 1914. The development of this class of

business with him has been quite gradual and he looks for it to continue so.

Remarkable Developments Along Orthopedic Lines

Another merchant operating one of the finest stores to be found in the smaller cities of Ontario reports that his sales of corrective shoes run twenty to twenty-five per cent. In his case the development has been of a more sudden nature, having taken place, for the most part, since the close of the war. His "orthopedic" business to-day is 300 per cent. higher than in 1914.

This merchant's experience, we believe, has been duplicated in not a few instances. It is within the last five or six years that shoe retailers have begun to take a real interest in this type of footwear. Of course there are some who have been devoting their attention to it for a much longer period than that, but these may be regarded as rather exceptional cases, and indeed it is within the last two or three years that the corrective shoe has really begun to climb into the limelight. This has been largely due to the fact that many manufacturers have suddenly awakened to its possibilities and have really begun to "sell" it.

More Corrective Shoes Sold to Women

The majority of corrective shoes are bought by women—that fact seems to be definitely established by our questionnaire. There is only one merchant among all that have replied who states that he sells more corrective shoes to men than women; one reply says it's fifty-fifty; all the others make the majority of their "orthopedic" sales to the ladies. One shoe-man declares it is 95% women's business. This is in face of the fact that, as many retailers mention in their answers, there is a much stronger prejudice among women against the corrective shoe. As one merchant puts it: they hate to acknowledge that they require it. It's just a matter of dire necessity that drives many of them to it. Another retailer points out, however, that the ladies are readier to pay the price than are the men.

The logical deduction from these facts is that there are more women than men whose feet actually require that they should wear this type of shoe, and this is confirmed, practically unanimously, by the merchants who have replied. With one or two exceptions, all state that their experience proves this to be the case.

Is it Safe to Introduce Style Factor?

One of the questions we asked was: Can you sell these shoes to young people? The answers indicate that it is generally found to be a pretty tough job. Some find that even when it's the doctor's orders, the younger folk are inclined to rebel. The suggestion is made in one reply that there should be more "style" put into the corrective shoes. This would

no doubt be an advantage in one respect, but—it robs the corrective shoe of one of its most desirable features, namely, that it suffers no depreciation. If you begin to introduce fashion features, you also introduce depreciation factors—you can't get away from it. And one of the beauties of the corrective footwear—more beautiful in the eyes of many shoemen than all the cut-outs of a "Tut" sandal—is that it is staple; that it exercises a stabilizing influence on the trade; that even if you don't make much money on it, you can hardly lose very much, unless you try hard. Therefore they say: Be very, very careful before you begin to cross breeds between the novelty and the "orthopedic." It's a matter that requires due consideration before action. Nevertheless, it may be worth consideration.

The opinion generally held among Canadian retail

shoemen appears to be that the demand for corrective footwear will continue to increase. Some who have had outstanding success in handling it look for phenomenal developments along this line. One shoeman whose turnover runs close to the million mark anticipates the day when 60 per cent. of his business will be in this class of shoes. The majority do not expect such a development as this. They believe it will be quite a gradual process and not likely to assume such great proportions. And there are those, also, who look upon the corrective shoe as merely a fad which will never achieve any greater popularity than it has to-day. They say it hasn't the necessary sales "pep." However, the consensus of opinion is that corrective footwear is here to stay and is destined to play a larger part in the shoe business in the future than it has in the past.

Anatomy for the Shoe Salesman

No Salesman is Equipped to Sell Shoes Safely and Efficiently Unless He Understands, in a General Way, the Mechanics of the Human Foot—The Following Brief Description of the Bones of the Foot and Their Relation to One Another will be Helpful

The frame-work of the human foot is comprised of twenty-six bones, which work together through thirty-eight "articulations" of joints. These bones are divided into three main groups—the tarsal bones, the metatarsal bones and the phalanges. The tarsal group comprises; the Calcaneum, or os calcis, which is the heel-bone; the cuboid, which with it forms the outer division; the astragalus, which joins the leg; the scaphoid, placed between the astragalus and the three cuneiform which bear the three inner metatarsals. The metatarsals are the five bones in the forward part of the foot to which the toes are jointed; while the phalanges are the bones of the toes themselves. A brief description of the form and function of these various bones will, we believe, be of interest. They follow:

The Os Calcis, or Calcaneum

The calcaneum is a narrow elongated bone forming the heel, supporting the astragalus and joining the cuboid in front. Articulating* with the latter two bones, it permits the necessary action of the foot in all directions—upward and downward, inward and outward. In flat-foot the calcaneum is thrust farther back than nature intended, throwing it out of proper relation with the other bones of the foot.

The Astragalus

The astragalus is a very irregular bone, devoted almost entirely to articular surfaces (that is to say the surfaces of joints). It is enclosed above by the socket of the leg bones. Its main part rests upon the calcaneum while in front it has a rounded head, projecting forward and inward into the hollow on the back of the scaphoid. This astragalus provides the main hinge of the foot walking.

The Scaphoid

The scaphoid is jointed with the astragalus, the three cuneiform bones, often with the cuboid, and exceptionally touches or joins the calcaneum. It may be compared to a disk, concave where it fits onto the

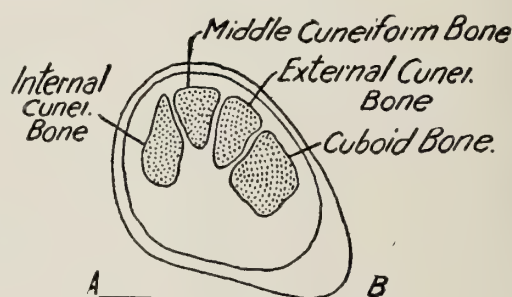
head of the astragalus, convex in front where it rests on the three cuneiform bones.

The Cuboid

The cuboid is a six-sided bone placed between the calcaneum and the fourth and fifth metatarsal bones. It articulates* with these various bones, and the external cuneiform, and often with the scaphoid.

The Cuneiform Bones

These three wedge-shaped bones, interposed between the scaphoid and the three inner metatarsals, form an important part of the arch of the foot. The thin edge of internal cuneiform, which is much the largest, points up, that of the others down. The middle cuneiform is the smallest and shortest, so



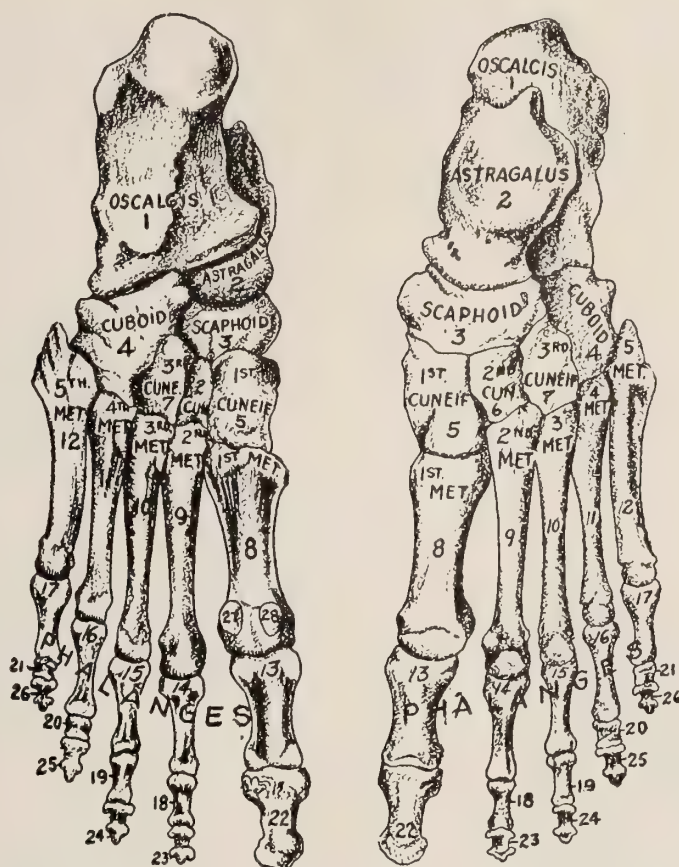
The above illustration shows how the Cuneiform bones and the Cuboid Bone are built in together in the formation of the arch

that the second metatarsal lies in a mortise between the inner and outer.

The internal cuneiform articulates with the scaphoid, middle cuneiform and first and second metatarsal bones. In particular it forms the rear support for the large toe. The middle cuneiform articulates with the scaphoid, the internal and external cuneiforms, and the second metatarsal, while the external cuneiform articulates with the scaphoid, the middle

(Continued on page 36)

The Framework of the Human Foot



The illustration on the left hand shows the bones as viewed from the sole or under surface of the foot. On the right hand is shown the top view, looking down



The bones of the foot as viewed from the side

Anatomy for the Shoe Salesman

(Continued from page 34)

cuneiform, the cuboid, and the second, third and fourth metatarsals.

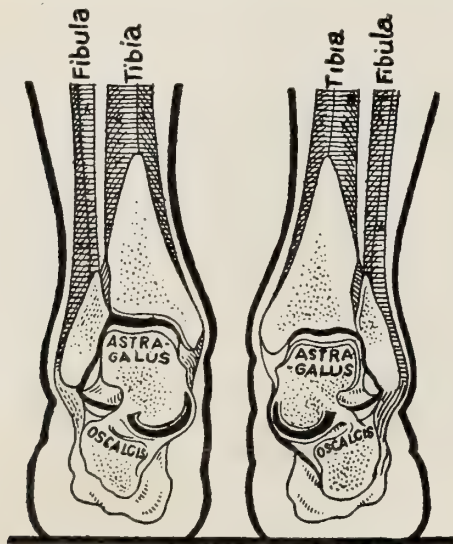
The Metatarsal Bones

Of these five bones, the first is very much the largest, although the shortest, the second is the longest, and the others of about equal length. They are all slightly arched from the front of the foot, extending back toward the heel.

The relatively great size and strength of the first metatarsal is peculiar to the human species. It is the chief lever upon which the body is raised with the assistance of the great muscles of the leg. The head of this bone is remarkably broad, to support the ball of the great toe. It has on its under surface two grooves, separated by a ridge for the "play" of the two sesamoid bones.

The Phalanges

There are two phalanges for the great toe and three for each of the others. The first phalanx of the great toe is about as long as that of the thumb and nearly twice as broad. The terminal phalanx of the great toe is also massive. The first phalanges of other toes diminish in length from within outward. Those of the second row are so short to be almost cubical. The terminal phalanges of these four toes



A cross-section showing the relation between the Astragalus and the leg bone, and also its relation with the other bones of the foot

are very rudimentary. It has been shown that in about one-third of the cases, the terminal phalanx of the little toe is fused with the middle one, even before birth. As this condition is said to have been found in Egyptian mummies, certain very pessimistic views as to the degeneration in store for the human foot are perhaps unwarranted.

Sesamoid Bones

The sesamoid bones are under the joint of the great toe, where the first metatarsal and the first phalanx come together. They do not appear to serve any practical purpose in the mechanics of the modern human foot, though they may have had their uses in the stone age. So far as shoes fitting is concerned, they may be disregarded.

The foot has been described as a vault composed of an indefinite number of arches, diverging from the

calcaneum and ending in the heads of the metatarsals. The highest arch is that in the line of the great toe,—a fact due in some degree to the sesamoid bones which are between the head of the first metatarsal and the ground—while the arch at the outer side is lowest.

However, from the practical viewpoint of the man who is fitting shoes, the foot has two main arches—the transverse arch extending cross-wise from the ball of the large toe to the ball of the small toe, and the longitudinal arch extending from the heel forward to the transverse arch. These two arches have three bearing points—the heel, the ball of the large toe and the ball of the small toe. The vault or dome thus formed, is not rigid, but elastic and capable of considerable modification under varying pressure.

In the motions of the foot the essential joints below the ankle are those between the astragalus and the calcaneum, the astragalus and the scaphoid and the calcaneum and the cuboid. The bones in front of the astragalus and the calcaneum move very much as a unit, although there may be some play between the scaphoid and cuboid and between the latter and the fifth metatarsal.

Foot Ailments

(Continued from page 32)

is required in the shoe and they have a tendency to push the great toe still farther over toward the outside. Here again toe spreaders are in common use. I claim they give no results which could possibly warrant their sale. The great toe is so much more powerful than the other four that it just pushes these weaker ones over. The pressure of the spreader against the great toe is only equal to the pressure against the second and consequently the weaker ones move over against the outside of the shoe and in the cases of abducted feet, these little toes are already far enough over.

Complaint No. 5—Corns, etc.

The advice given in the various answers here will be found sufficient I think. "Remove the pressure and you effect a cure." Two months in a hospital or going barefoot on a beach will remove the worst sort of common corns. Likewise a shoe fitted with the abnormal pressure removed from these "sappers of vitality" and "destroyers of happiness," will soon rid the foot of these distressing affairs. Ingrown nails properly come under the same treatment; pressure from a short or narrow shoe causes them.

And now to conclude! I will agree that some of my statements should have more detailed explanation. Space won't allow. I shall be glad to explain personally any points of contention. I have naturally just given the results of my own very close study of these matters and as many shoemen have proceeded along different lines, I can only hope that they will appreciate the effort I have made to explain methods which are in daily use in our special business, which methods would soon be altered had they not been proven to be superior to all others tried by me, and I think I have tried them all.

Jim Lawther has had a splendid range of samples at the Queen's, Toronto, which have been drawing complimentary comments. Many new numbers for fall have been included—plenty of pep without freakishness.

Canadian-made Types of Corrective Footwear

The accompanying cut shows a convincing demonstration of flexibility in a shoe shank. There are many shoemen who believe that this type of shank is the specific remedy that must be applied for the relief or remedy of various conditions of the foot. In Hartt's Natur-Arch, which is the shoe illustrated, the quality of flexibility is exhibited to a high degree. It is combined, however, with an extra long orthopedic heel which extends underneath the scaphoid bone on inside and furnishes the support which is required at this very important point. The construction also provides a snug, raised arch, which gently assist the muscles of the foot to function in the proper manner.

The Natur-Arch shoe has been manufactured by the Hartt Boot & Shoe Co. Ltd., for many years,



Hartt's Natur-Arch

being one of the first shoes of a corrective type to appear on the Canadian market. Originally it was made only for men, but within the last two or three years, several women's lasts have been introduced, and the range in both men's and women's is now very complete. Summing up the features of this shoe, it may be pointed out that it is designed especially for comfort, and the manufacturers recommend it as the correct shoe for those suffering from flat feet and weak arches or ankles. They point out that the raised arch, flexible shank and special heel allow the foot muscles to act as nature intended.

The "Tarsal-Ease"

The "Tarsal-Ease," as described by the manufacturers, is a shoe "designed and constructed primarily to preserve the natural beauty of the foot, develop and strengthen the ligaments and muscles and thus promote a healthy condition."

"With the flexible shank," it is pointed out, "the development of the arch is encouraged through the exercise which walking affords. The generous toe room and straight inside line permits the different toes to function as nature intended they should."

While Tarsal-Ease shoes have been constructed first of all with the idea of preventing foot troubles and preserving foot health, as stated above, the makers assert that their experience convinces them that in many instances relief and correction of a number

of ills result from the wearing of these shoes properly fitted. They are manufactured by the Smardon Shoe Co., Montreal.

Ritchie Arch Support Shoe

The Ritchie Arch Support Shoe is what its name indicates—a shoe that is designed to give weak and tired arches the support that is needed where and when it is needed. It is especially hollowed out in the shank and under the transverse arch with the object of making the shoes fit up on the bottom snugly under the arch. A double tussed steel shank is securely riveted to the insole to maintain the the pressure of the snug fit during the life of the shoe. The riveting, the manufacturers point out, prevents the wearing of the shank through the sole and secures the pressure against the arch in walking.

A rubber orthopedic heel in another feature. This it is claimed, supports the shank in direct line with the bone of the leg, and carries the weight of the



body, thus relieving the arch and avoiding the necessity of any other supports.

The Arch Support Shoe is made on a last designed by a specialist in the correction of foot troubles which is of dressy appearance and carries a medium round toe. The manufacturers, (The John Ritchie Co., Quebec) state they are very gratified with the reception it has received from the retail trade.

Have you joined the N.S.R.A. yet?

The Natural Tread Shoe

Natural Tread Shoes are now built on combination lasts which have been designed as a result of nine years of specialization in corrective and protective footwear, by Mr. V. E. Taplin, the founder of the company. The construction is goodyear welt, with a few special features which materially add to the shoe's ability to protect and correct. The strength of the insole in particularly noted. The shoes have



flexible walking soles, 8/8 and 11/8 heels on the one shape toe, snug-fitting arch, long vamps, and sufficient toe room. They are made in 9 widths and all sizes. Both straight lace and blucher cut patterns are shown and the range includes all leathers and combinations. A two-button one-strap is also featured in patent, kid and nubuck.

The "Arch-Preserver"

The Arch Preserver Shoe (which is made in Canada by the Talbot Shoe Co.) is not a so-called "arch prop" shoe, the manufacturers point out, but rather is built as a solid foundation for the base of the foot. The theory of its construction is explained along the following lines:

"The human foot rests flat upon the ground, and when resting on the ground has a firm, unvarying foundation for bearing the weight of the body. For



example, a footprint of the bare foot upon the floor shows the foot touches the floor at the heel, ball and along the outer side. The Arch Preserver last over which these shoes are made is built with a flat forepart, and is flat from the outside ball back to the

heel, thus giving the same base as is given the shoe when the bare foot rests upon the floor or the ground. In shoes of ordinary construction it has been proven that one of the weaknesses that is liable to develop is through sagging and breaking down in the shank and breaking apart at the heel and the ball. The Arch Preserver steel shank which is anchored at heel and ball binds the two ends of the "bridge" together, thus preventing the breaking away or sagging.

"The inside shank of the Arch Preserver last is cut out to act as a base for the inside shank of the foot and to fill up the pit which in some lasts invites the arch to turn in and roll over. It is a fact that the foot bends only at the ball. The Arch Preserver construction allows the foot to bend freely at the ball and allows the same play for the ligaments and muscles in the arch of the foot as would exist if no shoe were worn. There is a pocket or hollow in the bottom of the Arch Preserver last under the forward end of the metatarsal arch. In constructing the shoe the Arch Preserver innersole is moulded so that this pocket is filled in with the innersole and forward end of the Arch Preserver shank, thus giving additional pressure under the forward end of the metatarsal arch, where so much havoc is often caused."

To sum up then the advantages claimed for the Arch Preserver shoe are: (1) That it gives to the foot the same tread base as when the foot rests upon the ground, with all the bones and nerves and arteries left free and able to function properly, and the three weight bearing points,—the heel, the outer side of the foot, and the ball,—in the same plant in relation to each other as when on the ground; (2) that the



This illustration shows the Natur-Tread Oxford, made by the Murray Shoe Co. This is a stiff shank type of shoe, with a heavy steel arch built in. The inside of the shank is specially reinforced.

Arch Preserver shoe is fitted to the foot exactly as it was fitted to the last in the making—it is measured from heel to ball and not from heel to toe, so that the break comes at just the right position in relation to the outside of the foot; (3) that the Arch Preserver shoe leaves the foot absolutely free and unhindered bending with it at the ball of the foot, the only place the foot itself bends.

Are you a member of your trade organization?

The Archgrip Shoe

The "Archgrip Shoe" is offered by the Blachford Shoe Mfg. Co., Toronto, as their solution of the troubles of women who are suffering from foot ailments or who are having difficulty in securing the comfort and protection they look for in ordinary type of shoes. This shoe is built on scientific principles and is specially designed to give restful support to arches that give way under the strain of walking or standing. Just beneath the arch of the foot, hidden between the flexible leathers of the sole, is a "V" shaped, springy, tempered steel shank. This shank, the manufacturers state allows full muscle movement and offers gentle support at the three weight bearing points of the foot, so that the weight of the body is evenly distributed and the feet so placed that the bones and muscle finds natural development. Freedom for the toes is provided by the full tread ball, and a snug fitting heel is emphasized as a character that makes a strong appeal to the average woman. Another feature is the cupped heel seat, which is pointed out as a further air to genuine foot comfort.



One of the "Archgrip" lasts—demonstrating attractiveness in a corrective shoe

What it Costs to Put in a Complete Stock of Corrective Shoes

Detailing the Range of Shoes Necessary to Cater to a Big-City Trade in a Specialized Corrective Store—A Stock of \$19,000 to \$20,000 Will Meet Practically Every Demand—Suggestions as to Stock Required in Orthopedic Departments in Regular Stores

By V. E. TAPLIN

Fewer varieties, fewer style changes, more widths, better service—these are soon to be problems which shoe retailers will be forced to face.

For several years an increasing display of interest in just what an absolutely stable stock of shoes would cost and how such a stock would compare in,

1st. Invested capital

2nd. Earning power

3rd. Depreciation through, (a) style changes, (b) ill-advised buying.

And in attempting to answer to these questions I shall probably meet with some just criticism. Reliable comparative figures on this subject are difficult to obtain. I can merely give you my own conclusions in the matter. These will perhaps start something and then we may get somewhere. Everything indicates that we are going somewhere. The shoe trade is "evoluting," and "evoluting" fast.

The following stock should answer nearly all requirements in a city of say 50,000 or up:

Tabulation of Women's Corrective Shoe Stock

Pairs		Width	Value
150	Black Kid Ox. welt	AA to EEE	\$1,000.00
100	Brown Kid Ox. welt	AA to EEE	700.00
100	Brown Calf Ox. welt	B to EE	675.00
100	Grey Nubuck Ox welt	A to E	675.00
100	Patent Ox. welt	A to E	675.00
100	White Cloth Ox. welt	B to E	650.00
100	White Nubuck	A to E	650.00
100	Blk. Patent 1-strap 2-button		650.00
100	Blk. Kid 1-strap 2-button welt		700.00
100	Brown Veal Brogue or Combination sport or golf	B to EE	650.00
100	Black Kid Blu. Bal	A to EEE	825.00
100	Brown Calf Blu. Bal	B to E	775.00
40	Black Kid large ankle blu. bal 6½" top (these have 1" and 1-¾" heels)	D to EEE	320.00 \$8,945.00
1,290			
50	Black satin 1-strap 1-button turn	AA to E	350.00
50	Black suede 1-strap 1½" heel	AA to E	325.00
50	White Kid 1½" heel	AA to E	350.00 \$1,025.00
150			

Tabulation of Men's Corrective Shoe Stock

Wide-toed last

Pairs		Width	Value
100	Black Kid Blu. Bal	A to EEE	\$850.00
100	Brown Calf Bal.	A to EEE	850.00
100	Black Kid Ox.	B to EEE	750.00
100	Brown Calf Ox.	B to EE	725.00
100	Brown veal or Elk Bal.	B to EE	775.00
100	Golf Oxfords	B to EE	800.00
600			\$4,700.00

Medium-toed last

Same as above

600 pairs	\$4,700.00	\$9,400.00
-----------	------------	------------

Summary

240 Pairs	Women's Bals.	\$1,920.00
1,050 "	Straps and Oxfords	7,025.00
150 "	Dress shoes	1,025.00
300 "	Men's Bals	2,425.00
300 "	Men's Oxfords wide toe	2,275.00
600 "	Men's as above, narrow toe	4,700.00
2,640		\$19,370.00

The above represents two toes and three heels for women and two toes and one heel for men. All widths and sizes are provided for. I am convinced the above with little change would meet all reasonable requirements and that the shoe business of a city store can be carried on with such a stock with a few novelties added. The nature of these shoes would not change from season to season except in shade and they need change very little in this. In conducting a business of this type, my idea is that no change should ever be made which would lower the value of stock on hand. Hardware, lumber, steel, flour and feed, brick, bread, and in fact the largest of the large businesses are profitably conducted and yet no style changes enter into them. Such a stock as mentioned should be turned over from three to five times with no dead stock at the end of the year. Values would remain. Depreciation would therefore be as nothing. About 500 square feet of wall space (8 x 65) would hold the goods. The lines are easily understood and fitted. There is little or no risk in buying more of what you have already proven to be a seller, and in stocking up from week to week as required I cannot see why many of the burdens of the shoe retailer would not be removed.

With style problems minimized the much worried shoe retailer would probably find he could occasionally play golf or bowl or curl. You will find a very small percentage who now feel they can properly do these things. How to get rid of the style of to-day before the style of tomorrow arrives has been his big ever present worry.

Eliminating Depreciation

The style and publicity committee, as I see it, should be entirely composed of retailers. The function of the manufacturers would be to produce the shoes the retailer wants. A large per cent of a retail business could be done on this never changing line. The balance would be obtained from children's shoes, hosiery, findings, rubbers, spats, a few fancy shoes to give color to the store.

Not Necessarily an Exclusive Proposition

In extending the price of the stock I have used what are practically the present prices of Natural Tread Shoes, but the shoe prices can be as the retailer

desires, just as in other lines. There could still be the popular as well as the exclusive stores. Individuality could still be maintained. It is so in dentistry, medicine and such like, even though the various members of the profession carry on their trade in a somewhat similar manner.

I shall not attempt to compare further. Each retailer knows of his own troubles in buying, storing, and selling shoes. I need not rehearse them here. If such be true then each retailer can compare this new sort of shoe store with his own experience.

Solving the Problem of "What to Order"

Now as to profits. The total number of shoes sold would be less, with profits per pair somewhat larger. The principle gain would be in the absence of the now necessary bargain table and the far greater value of your shoe stock at the time of inventory. A forced sale of such a stock would probably bring 65% to 90% instead of the customary 32% to 50%. The retailer would be building a business on a firm foundation. Shoes not sold to-day could be sold to-morrow. Those not sold this spring would go this fall and so on. Your ordering could be done weekly or monthly. The problem of **what to order** has already been solved when choosing your first stock. Time might prove you to be wrong in a line or two, but even these need not be sacrificed.

In conducting such a business the shoe store "Cafeteria" would be found only in the cheapest kind of places. Service would be the outstanding attraction, and by "service" I mean the kind of service that a first class dentist renders when he protects your teeth against further decay. Feet would be fitted with an idea of protection, having in mind in each case the particular needs of each foot of your customer.

With such a stock and such a service the shoe "game"—as it has so long been most appropriately called, even by its own members—would soon change to a "profession" and that is exactly what it will have to be. Let me suggest therefore that the shoe retailers of Canada give some thought to this saner and more dignified business structure.

The following figures illustrate quantities, which I think would be required in smaller places.



The "Professor" is a name well known to the Canadian shoe trade—this is the health shoe featured by the Tebbutt Shoe & Leather Co., Three Rivers.

Population	Stock required in specialized store	Gross sales	Stock required for department in regular store	Gross sales
5,000 to 8,000	\$5,000	\$12,000	\$2,000	\$5,000
8,000 to 15,000	6,000	20,000	3,000	7,000
15,000 to 30,000	8,000	30,000	3,000	9,000
30,000 to 50,000	10,000	40,000	4,000	1,500

The above merely suggests what I think would be accomplished by the average retailer who would open: 1st. An exclusive store handling corrective shoes; 2nd. A department in the store selling regular lines of shoes.

One Viewpoint of the Situation

Different men have different views. Here's how one experienced shoeman writes in answer to a questionnaire we recently sent out in regard to corrective shoes:

"Regarding corrective types of shoe, we do not use them and up to the present time have not felt the need of them. The corrective shoe stunt is born

of the incompetence and indifference, mainly incompetence, of the retail shoemen of both Canada and the United States, thereby developing two nations of foot cripples and creating millionaires in Dr. Scholl and Arrowsmith.

"The corrective shoe, so far as I have seen, affords relief to but one type of foot trouble, but will never effect a cure of the ailments unless the shoe is of the correct fitting."

Open Toronto Branch

E. W. Martin, of Montreal, selling agent for "Bethell's elastic webs," "Champion spool silk," and branch in Toronto at 60 Front St., W. The resident "Wilmac Quality shoe laces," has recently opened a manager is Mr. J. Morrison.

In New Premises

Edwards & Edwards have moved into their new and larger premises and warehouse at 79 Front St. E., where they will have better facilities for taking care of their increased business.



A striking display of corrective footwear recently featured by the Robert Simpson Co. Ltd. Toronto. Note the skeleton of the human leg and foot shown in the centre of the window

How They Do it in Saskatoon



Here is an example of a splendid window used to the best advantage. This spring opening display of Henry Bros. is an artistic piece of work, as the photograph shows, though much of its beauty, consisting in its color scheme, is lost in the reproduction. The Spring background is a pea green trellis covered with pink and lavender wisteria vines with panel of nymphs dancing around in the moonlight under a horse chestnut tree.

Windows that Stop the Passerby



This store front recently installed by Henry Bros. in their Saskatoon premises would do credit to the main street of any city in Canada. It has a total glass frontage of 75 ft. The general color scheme is ivory and black, and the window backgrounds are lichen grey and ivory. The fixtures are finished in old bronze polychrome and there are floor mats of grass green with vases and flare lamps in blue and Chinese red polychrome.

Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

Shoe Retail Opinion on the Hosiery Question

The replies to a questionnaire recently sent out by "Footwear" appear to indicate that close on 50 per cent. of the shoe merchants in the cities and larger towns of Ontario are now carrying hosiery. It was almost an even break between the "yesses" and the "noes," with the "noes" slightly in the majority.

With one exception, all who replied stating that they handled hosiery carry women's lines. Seventy-five per cent. carry men's, and around thirty-eight per cent. carry children's.

Development Within Last Five Years

It is fully demonstrated that the sale of hosiery in Canadian shoe stores is a development that has largely taken place within the last five years. One big retail concern installed a hosiery department twelve years ago, but we believe that they were the first shoe house in the country to do so—if there is anyone who has been in the game longer we would like to be advised. It is within the two or three years that most shoe merchants have been awakened to the possibilities of profit in this line.

The majority of the merchants state without qualification that they find hosiery profitable. Three or four, however, say quite plainly that they don't; a couple answer with a non-committal "fair," and some others state they have just started and are therefore not in a position to judge.

Turn Hosiery Stocks 3 Times Per Year

Our replies indicate that the average stock turn of hosiery in the shoe store runs close on three times per year. One retailer who has answered gets a turnover of from four to five times annually—but we happen to know that this particular dealer has had considerable experience in this line, having at one time had charge of a hosiery section in a department store. He knows the goods thoroughly, likes handling them, and is enthusiastic about them. Hence his success. It is rather a surprise, however, to have replies from two merchants who installed hosiery only about a year ago, stating that they have been able to turn their stock four times in that period. Local conditions may be in part responsible, but it is probable that in both these instances, the results are largely due to the fact that the proprietor has been able to enthuse his salespeople and has got them selling hosiery with as much pep as they sell shoes.

It is evident that women who buy their stockings in shoe stores want a good quality. The cheap cotton grades of hose for women are not mentioned in any of the replies, and apparently all the shoe stores carry silk for evening and summer wear and wool

sport hose for the winter season. Not many stores go beyond a \$3.00 price on stockings, and the best price seems to be around \$2.00—some say \$1.50. One store doing a conservative and exclusive class of trade in a big city sells hose as high in price as \$5.00. The range, in general, however, is \$1.00 to \$3.00 in women's. In men's lines, it is of course much lower, running from 50c to \$1.00.

Future Possibilities

There is quite a division of opinion as to the possibilities for further development in the sales of hosiery. The majority, however, are agreed that there is going to be progress along this line in the shoe stores. Many are fully convinced that hosiery department offers excellent opportunities for expansion. Some, on the other hand, think that so far as their own establishments are concerned the hosiery sales have reached their limit and there is likely to be little if any further development. These, in some instances, are merchants who have already built up a very nice business in this line, and now feel that it has grown as large as it is likely to, in proportion to their shoe business.

A fair statement of the situation as revealed by the questionnaire is that the majority of retailers who are handling hosiery are finding it well worth while, and that they anticipate a gradual growth of business in this department.

Confusion of Terms Used in Hosiery Trade

There has been more than little confusion in the term used in connection with hosiery, and in some instances the dealers themselves who are handling the goods are not quite clear as to exactly what is meant, not to speak of the public. Writing in a recent issue of "System," John N. McCullaugh, secretary of the National Assn. of Hosiery and Underwear Manufacturers, has something to say about this situation and the efforts which his organization is at present making to straighten it out. He says, in part:

"Throughout the whole textile industry there is a large number of words and phases which are defined only by the custom of the individual manufacturer and not by the trade in general. You can hardly get any two manufacturers to agree on what these words mean. Each manufacturer has what may be called his house meaning. If I, as a manufacturer, sell you, a retailer, a lot of 'cashmere' hose, for instance, the material that I put in may be very different from what another manufacturer will put in as cashmere. And if you refuse to pay me on the ground of misrepresentation—that the hose was not cashmere—I



*The
"Fashion Marks"
in a
Mock-Seam
Stocking*



*The
"Fashion Marks"
in a
Full Fashioned
Stocking*

The significance of "Fashion-marks" in a full-fashioned stocking, as compared with similar marks in a mock-seam stocking is strikingly illustrated in the above enlarged photographs, which are shown through the courtesy of the "Underwear & Hosiery Review."

A glance at the photograph on the right reveals at once the real function and purpose of the "fashion-marks" in a full fashioned stocking. Note how certain of the ribs or wales in the stocking terminate at these "fashion-marks," the obvious result being to reduce the number of ribs or wales at the ankle and give the narrow ankle which is the principal feature of a full-fashioned stocking.

Compare that feature with the "fashion-marks" in the mock-seam stocking illustrated on the left. Note particularly

that none of the ribs or wales terminates at the fashion-marks and there are consequently just as many ribs at the ankle as there are at the welt. In other words, the "fashion-marks" in a mock-seam stocking are nothing more nor less than perforations and serve no purpose so far as the construction of the stocking is concerned, other than to give the stocking the appearance of a full-fashioned stocking.

In a full-fashioned stocking, the narrowing-process in the calf of the stocking, as illustrated above, is repeated in four other places, viz: at the welt, at the ankle, in the sole and at the toe, but at neither of those points are the "fashion-marks" quite so conspicuous, although produced in the same way and serving the same purpose. In a mock-seam stocking, no attempt is made to show mock "fashion-marks" at any point other than the calf of the stocking.

can bring a dozen experts into court and each one of them will testify with entire sincerity that I am right and you are wrong. You can bring in another dozen experts who will testify with equal sincerity that you are right and I am wrong.

"The great number of trade terms are familiar even to those who are not in the hosiery business. You imagine that they must mean something. But they do not. Not one of the comparatively common words and phrases has an accepted, standard definition. Among the words are: backing yarn, botany yarn, merino yarn, chain work, cottonette, cut goods, cut hosiery, full fashioned, seamless, fashioning needles, French foot, gage, glove knit, plain knit, purling. We are interchanging information and collating the data; we cannot simply lay down definitions. We have to find the trend of the definition and then take that one as a standard which seems likely to be the most easily accepted. Otherwise we should only add to the general confusion."

"Two glaring and rather general instances of misrepresentation," the writer goes on to say, "are in 'silk lisle' and 'art silk.' There is no such yarn as 'silk lisle,' yet it has been applied rather freely to mercerized cotton, which not only contains no silk whatever, but sometimes is not even lisle. 'Art silk' means artificial silk, but abbreviating the word 'artificial' into 'art' has created the delusion that instead of artificial silk this is some specially fine or art variety of natural silk. The Federal Trade Commission has aided the campaign for proper labeling, but the association has gone further in trying to take every technicality and ambiguity out of the description, both for the protection of the public and for the protection of the manufacturers."

Death of Mr. Harley Henry

One of the best-known figures in the shoe business of Western Canada has passed away in the person of Mr. Harley Henry, of Saskatoon. His death took place quite suddenly, early in April.

The late Mr. Henry had been carrying on a wholesale business in Saskatoon, since 1912, which had grown to considerable proportions. Previous to setting up for himself, he represented the Kaufman Rubber Co. in the West. During the years which he had been in contact with the shoe trade in the Prairies he had built up a wide connection, and his loss causes keen regret among the large number of shoemen with whom he had been acquainted.



An obvious typographical error was made in the caption run with this growing girls' oxford of Chas. A. Ahrens, Ltd., in our April issue. Sizes were shown as 5½ to 7, instead of 2½ to 7

Shoe Dept. in Men's Wear Store

Another evidence of the trend toward departmentalization is the establishment of shoe sections in men's furnishing stores. One of the largest haberdashery and clothing houses in Toronto—G. Hawley Walker, Ltd.—has recently taken this step, and considerable space in their store has been given over to a new footwear department, while shoes are



M. I. Payne

also featured prominently and continuously in their window displays. One line only is carried—the Slater.

In charge of this department, the firm have placed Mr. M. I. Payne, a young shoeman who has had valuable experience in the footwear game both in Canada and the States. Mr. Payne was for a time with Murray-Kay's shoe department, and just prior to taking his present position was with J. H. McLelland, on Danforth Ave., Toronto.

La Duchesse Shoe Resume Operations

Messrs. B. Vaillancourt and D. F. Desmarais of "La Duchesse Shoe, Reg." announce to their friends and customers that they will resume operations at their old stand 92 Beaudry Street Montreal, on May 15th and that by July 1st the building will be completely renovated and they will be in full swing.

La Gioconda Shoe Mfg. in New Factory

La Gioconda Shoe Mfg. Co., have removed their factory from 300 Beaudry St., to 322 Papineau Ave., Montreal. They are now occupying larger quarters, and will be in a better position to supply the needs of their customers.

Open Children's Department

The Novelty Shoe Co., 105 Yonge St., Toronto, have established an exclusive children's department in their store. This department is located on the second floor of the store and has many features to appeal to the juvenile mind, including an attractive playroom. To advertise the opening, the Novelty Shoe Co. had "Uncle Wiggly," or someone astonishingly like him, make a trip down Yonge St., from North Toronto, visiting with the little folk on the way and distributing balloons with the firm's name painted on them.

Finishing the Repair Job—

Why and How

By OLIVER M. BROOKS



Better repairing, and especially better finishing, is one of the most pressing needs for developing the repair business at the moment.

If any business is to endure, it must do something besides making returns to the owners. Unless the people who do business with us are benefitted as much as we are, then there is something wrong with the functioning of our business. Unless the community and personal economic interest is being served to an extent commensurate with the outlay, the enterprise is not sound and will not flourish.

Not cut prices or cheapened service, but better values, more dependable work, attractively presented, is the essential for increased turnover in the repair shop.

Some of the finishing that has been turned out on repair work in the past brings back to mind the little motto that hung on the wall in a western dance saloon, "Don't shoot the musician—he's doing the best he can."

Perhaps those repair men were doing the best they could and perhaps they did not deserve to be shot—but certainly some of the work looked as if they must have been "half-shot," and it might have served the interests of the repairing industry if some one had come and finished the operation.

Badly Finished Work Hurts the Whole Industry

Deliberately turning out badly finished and scamped work is a short-sighted policy that affects more than the individuals immediately concerned. It injures the whole trade. It shakes the confidence of the buying public and reflects back in decreased business on those deserving shops that are doing high class work, by discounting and offsetting their efforts and the good impressions they are making. It is foolish for any man to imagine he can build business by such slipshod methods. But, still worse, it is unfair to all the other dependable men in the industry.

By better work and dependable values, the public confidence must be built up to a realization that shoe repairing represents a sound economy. By better finishing and more attractive appearance must people be convinced that good shoe repairing is for all classes, all grades of shoes, for any wear, anywhere.

It is of little value as a recommendation of the trade that the preparation, the benchwork, shall be all that is desired, if the finishing of that handiwork is not carried to a successful issue and the product presented in a form that is attractive to the purchaser.

Appearance Has a Big Effect on Marketability

Perhaps you think—and I am quite ready to agree with you up to a certain point—that the wear of the shoe repaired is not improved by increased attention to the finishing, but here is the rub: the marketability of your product is, and on the marketability of your work depends your success just as much as on the

dependability of that work to sustain your reputation after the marketing has been accomplished.

Just name over to yourself the best-selling brands of shoes that you know and you will name well-finished brands that have dependability built in. Think of the best selling lines of canned goods, of soap, or tobacco, or any other widely sold merchandise, and you will name dependable products that have been well finished by attractive packing. Any merchandise, be it shoes, or shoe repairing, soap or what not, is half sold, if well finished and attractively presented. A bigger volume in shoe repairing will be more easily sold if it is attractively presented to the purchaser, and in selling shoe repairing and the habit of regarding shoe repairing as an economic investment to your community lies the real way to make a success of the business.

Shoe repairing will be better sold if it is more attractively presented to the purchaser. Better finishing adds to appearance, to attractiveness and to selling value.

Type of Shoes Your Customers Buy Should Determine Standard of Finishing

Just what shall constitute the desirable standard of finishing for your shop must depend upon yourself and, to some extent, your district. Be guided by the class of shoes being sold in your locality—it is a safe and sure guide. Remember this, that your repair work has got to be as attractive at the price you charge as the new shoes at the price at which they are sold. You can't blame the public for choosing what looks to them to be the best value. If the new shoes at their price looks the best "buy"—well, who is to blame?

Do not be misled into believing that the public do not realize the difference in good and indifferent work in shoe repairing. Technically they may not be able to discriminate—cannot perhaps describe how the job is right or how it isn't right—but most decidedly they do know if a job appeals to them or, for some reason or other, does not please.

Because your customers do not remark or criticise the finish of your work, it does not follow that the finished effect was not noticed, or the effort spent on a good job wasted. People do not go into raptures over the labelling or finish of any packed merchandise; they accept it as a part of their purchase—but you will notice that it is the attractively packed lines that sell. If your finished work pleases and gives satisfaction, if it sells, then the effort to accomplish that end has been far from wasted.

One of the most common faults in finishing repair work is the neglected appearance of the bottom, both sole and heel. True the bottom finishing is going to be marred at the first step—but it is the same in the case of a new shoe. Water stains, ink stains, uneven coloring or discolorations, or just plain dirt, all serve

to detract from the finished job and discount its appeal and apparent value. Each can be overcome or avoided with a little care and in this case, as in all others, an ounce of prevention is worth a pound of cure.

One-Color Treatment

One of the most serviceable and practicable bottom finishes for the general use of the average shop is the polished one-color treatment. This constitutes a bottom that is usually treated with the same coloring matter as the heel and edge and is finished to resemble them in color and effect. On black shoes it would be black; on white, white; and on tans, browns or oxfords, the color will harmonize with the edge.

Many factories use treatments along this line which are more or less elaborate, some being closely guarded as trade secrets of value.

From the repair man's point of view the black one-color treatment is the easiest to start in with and may be brought to a reasonably good pitch of perfection with an ordinary good grade black edge ink.

Assuming for the moment that the other stages of preparation have all been satisfactorily carried out, the edge trimmed, the heel scoured, the next operation is upon the bottom.

If it is a longsole or wholesale job it is of course necessary that the waist and shank part be at least buffed out before the heel is attached, as otherwise the ordinary repair outfit has no provision for performing this operation after the heel is attached. Some good finishers even color and finish this waist part before attaching the heel as being easier to get at, and this practice has much to recommend it. The heel may then be attached and the forepart attended to later.

Good Buffing Impossible on Wet Stock

But beyond this precaution the process of finishing for full sole or half sole, or heel only, is very similar. The stock of course must be reasonably dry or it will not buff properly, but rather have a tendency to cut more in one place and burn in another by the friction heat generated by the abrasive roll against a wet material. Good buffing positively cannot be done on a wet stock; it is hard on the abrasive and always unsatisfactory.

Good results are more easily obtained if it is possible to use two grades of sandpaper, one about a degree or number coarser than the other, using the coarse first and finishing up with the finer one. Use both grades as fine as is consistent with the class of work and the speed required. See that both continue to cut properly, since the cleaner and evenness of the cut, the better will be the finished result.

Avoid Cutting into Leather Fibre

If possible, avoid cutting through the outer bark into the leather fibre. Once the grain is opened up it will show in the final finish, unless the greatest care is taken. Avoid deep cutting and scratches for this reason, and finish on the fine roll so that no sand paper marks remain perceptible. Buff in one direction only—heel or toe held towards the operator. Press very lightly. Hold the work under the roll at such an angle that the contact of leather and roll is always in plain view and keep the work moving steadily.

In the final operation on the fine roll a slightly circular motion is sometimes beneficial, care being

taken not to scratch the edge of the sole and heel and unduly round it off.

If you have a good job the finish will be lighter in color than the bark of the leather, fairly even in tone all over and covered with a very fine smooth nap, like extremely fine suede leather.

Finishing is an Art Worth Cultivating

Considerable practice is necessary to secure this result, and a few failures need not cause discouragement, since good buffing in a factory is considered an art in itself. Wet spots will turn dark and shiny and where cut too deeply the grain below the bark is easily discernible to the practised eye.

There are several methods of tempering before applying, but for average repair shop purposes it is satisfactory to apply the ink direct to the buffed bottom in the black finish.

Now as to the ink! Be sure the pot and brushes are clean and the ink fresh and well mixed. Do not attempt to use an ink that has become muddy and been thinned with water and expect to get good results.

Inking Operations

Ink the edge and the heel first using an ordinary toothbrush for this operation. Apply with a firm, quick-flowing motion and coat evenly. Best results are obtained by using a separate flat camel's or fine hair brush for the bottom, as it flows the ink on thinner and smoother giving a softer, flatter effect. Stroke one way only. See that the front of the heel breast as well as the bottom are smoothly covered and place on the rack or workshelf, bottom up, to dry.

Expert finishers disagree as to exactly what stage the ink must dry to be considered in temper for the best results. This must of necessity be governed somewhat by the working method, the ink, the leather worked upon and the equipment available.

Generally speaking, good results are obtained before the shoe is allowed to become dead dry. The most even finish will be obtained by "pulling down" on a seersucker brush. This is a large cloth brush which is made of pieces of cloth fastened endways into a centre hub, and which is remarkable for its "pulling" or clean brushing power. Many shoe repair outfits do not have a seersucker brush, although such a brush can be purchased for a few dollars and attached to any of them.

The next best choice would be a mane hair brush of stiff texture. The first brushing should be general, the effort being to secure a dull smooth burnish all over.

"Padding Down" Sometimes Helpful

For the moment we will assume the edge and heel have now been set (this will be treated as a separate subject later) and that the shoe is ready to finish out the bottom. If at all coarse or uneven or scratched, the best step is to "pad down" by applying to a corrugated rubber, or other type of bottom wax finishing roll on which is used a cotton cover. This roll must be smooth, well padded and true running for good results.

A light even coat of a high grade polishing wax should be applied to the cotton cover, by holding the cake to the cover while in motion and transferred to the shoe by bringing into contact with the bottom with much the same motion as is used for buffing. A damp shoe or one on which the ink has not dried suffi-

ciently if applied too quickly to the roll will result in lifting the color from the ink and giving the work a patchy look.

Some finishers will prefer to omit the padding operation where the bottom is in good shape, passing directly to the polishing brush. A good polishing brush should be of mane hair, of good length, have an even surface and be well filled with hair. Good results cannot be obtained on a poor brush, or one that is worn uneven.

The Final Touch

When the bottom has been worked to an even gloss all over the lustre may be greatly improved by applying a light touch of stick polish to the brush by holding the end of the stick to the revolving

brush and brushing well into the already shined surface. This lustre will be enhanced and made more permanent by passing on to a long-fibre cotton yarn brush, using a light firm oscillating brushing movement to assure perfect distribution of the final polish and a permanent even lustre.

In the case of repair work this final yarn brush polishing can be extended to the sole and heel edge to a good advantage, and will result in a softer finish and higher lustre than can be obtained from the hair brushes and one with less tendency to pick up dirt or show marks.

Tan and colored stain bottom finishes require a different treatment for success and will be dealt with in the next issue.

Question and Answer Department

Repair Men are Invited to Submit Problems, Mechanical and Otherwise, to this Department—The Editor will Endeavor to Supply Helpful Solutions in Every Instance

Question—I recently washed the finishing brushes on my repair outfit and now the hairs are coming out. Is there any thing I can do to stop them? B. H., Winnipeg.

Answer—No! Machine finishing brushes are made of hair glued into a continuous tape or binding which is in turn wound and glued into a centre wood hub. Moisture loosens the glue and consequently the hair. Replace these defective brushes at once. Loose bristles in a high speed brush are a distinct menace to eyesight, something far to precious to take any chances with for the sake of a few dollars it would cost for brushes.

Bottom Finishing

Question—What is the best way to get a real black bottom finish on a repaired shoe? Finisher, Edmonton.

Answer—For hand finishing, buff evenly with a scraper, smooth with fine sandpaper, ink when dry, glaze with a hot burnishing iron or slicker before applying wax, finish with a very little white heel ball or finishing wax if necessary, shine with a hand ball cloth by rubbing vigorously. For machine method, read carefully article on "Finishing" printed on another page in this issue.

The "Pig's Foot"

Question—Is there a tool especially made for taking tacks out of shoes when hard to get at with the pincers. My man says there is something of the kind called a Pig's Foot? E. G. M., Quebec.

Answer—"Pig's Foot" is right in trade parlance of the Old Land—a piece of kit that should be on every shoe repairer's bench. In Canada and the States, these tools are known as tack pullers, and the particular style to which you refer is known as the "shoulder drive tack puller." Write some of the findings houses advertising in "Footwear."

Hand vs. Machine Sewing

Question—I am sewing my repair work by hand. Just how much time would I save by using a stitching machine? Agony Strings, Ottawa.

Answer—A good stitcher will sew 375 stitches to the minute—at six stitches to the inch, upwards of

sixty inches of straight work to the minute. A good operator can comfortably average a shoe a minute. Compare that with what you can do by hand. Hand sewing, properly done, is good, but—Oh, Boy! You choose a good name when you signed "Agony Strings."

A Cementing Problem

Question—Is it possible to cement wet leather, like a wet sole to a wet shoe? R. M., Toronto.

Answer—There is no satisfactory way of cementing wet leather that we know of for repair work. However, you can cement your sole on first in a dry state, and then temper it afterwards by moistening and get a highly satisfactory job. Let the cement dry thoroughly before sticking and it will stay stuck after tempering. This method is best in preparing work for the stitches.

Plans for Federation Convention

A meeting of the Executive of the Ontario Federation of Shoemakers and Repairers was recently held in Hamilton to discuss plans and prospects for the coming convention in July. Fourteen members were present and a very satisfactory session was held. The Brantford boys have been working hard and preparations are well under way to give the members of the trade a splendid welcome when they visit the telephone city this summer. Very gratifying results were reported from the 1,500 invitations sent out to repairers throughout Ontario, and the response to the appeal for financial aid, in the form of One Dollar subscriptions, has likewise met with a hearty response, many men sending in Two and Three Dollars, inasmuch as they felt the cause deserved it.

The prospects, the members of the executive state, are for the biggest convention of repair men ever held in Canada. Many interesting items have already been arranged for the programme, and the entertainment features, too, are not being overlooked. This will include the annual banquet and an automobile trip. The city will welcome the visitors and will have them shown through the home of Alexander



W. J. Roach, Vice-President



S. Rogers, President



S. Hall, Secretary-Treasurer

Brantford and Brant County Shoe Repairers' Association

Graham Bell, the inventor of the telephone. There will at the same time be a brief lecture outlining the story of this interesting instrument.

Annual Meeting of Brantford Assn.

The Brantford and Brant County Shoe Repairers' Association is still going strong. The annual meeting was held recently when there was an excellent attendance and the following officers were elected for the ensuing year: President, S. Rogers; vice-president, W. J. Roach; secretary-treasurer, S. Hall; Executive committee—W. J. Roach, W. S. Pettit, W. Clarkson, T. Smith, and W. Rowe (Paris representative).

All the Brantford boys are working hard to line things up for the convention of the Ontario Federation on July 25-26.

Mr. Leonard Burnett, who is assisting his father,

Mr. S. Burnett, in the operation of the up-to-date repair shop at 761 Yonge St., Toronto, has recently completed a course in Practipedics very successfully, having received a grading of 98 per cent in three papers.

Among samples he has been showing at the Queen's Hotel, in Toronto, J. G. Settle has been featuring two new lasts, the Mayfair and Labelle. Labelle is a French last, characterized by the wall effect, while the Mayfair shows the square toe. In men's, the Raleigh is a new one.

The shoe wholesalers of the district of Montreal held a dinner at the Queen's Hotel on April 26, when matters relating to this branch of the industry were discussed. It was decided to hold regular meetings in the future. Similar meetings will be held in the Ontario district.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Ed. Wayland, who formerly carried on a manufacturing business in Montreal, plans shortly to open a retail shoe store in the Almy Block, St. Catherine Ct., West. The plans provide for a very attractive and modernly-fitted store.

E. L. Lynch, who up until recently represented the Corson Shoe Co., has joined the staff of the Perth Shoe Co., Ltd. He covers territory formerly handled by F. R. Burns, who resigned to go into the retail shoe business.

J. Einstein, Ltd., Montreal, are moving from 152 Notre Dame St., West to the Shorey Building, 314 Notre Dame St., West, where they will have improved accommodation.

P. Hudson, for eight years Toronto traveller with Beal Brothers, now represents Adams Brothers, Limited, Toronto.

Geo. Cowling is out in the Golden West carrying "Classic" shoes. Within recent weeks he has been covering the territory between Saskatoon and Prince Albert in Saskat-

chewan and Edmonton in Alberta. At the present time he is in Edmonton. He expects to be back to his home in Toronto early in June.

O. W. Chesley, for more than twenty-six years in the King St. store of Waterbury & Rising, has purchased the shoe store of M. P. Marshall, in Middleton, N. S., and is going into business for himself.

The firm of John Guinane, which formerly was located at 269 Yonge St., Toronto, has moved to 283 Bay St., where it has become established in fine premises.

E. A. Gordon has recently opened a shoe repair shop at Feversham, Ont., and plans at a later date to install a harness repair outfit in addition. He will also carry a small stock of findings and supplies.

John Twardowsky, shoemaker, has recently opened up for business in Melville, Sask.

The B. L. Shoe Trimming Co. has been registered in Montreal by Alph Brule & J. T. Lambert.

Aaron Shoe Repair Shop is the name of a new repair business opened up in Prince Albert, Sask.

Lorenzo Shoe Co., Montreal, has been registered by Lorenzo Perivicioro and Antonio Mandala.

E. David & Sons, shoe merchants, New Glasgow, N.S., suffered a loss by fire recently.

The Allied Footwear Co. of Canada, Toronto, has taken out a charter.

Joseph A. Hess, Montreal, has registered the Canadian Leather Co.

Dack's, Limited, of Toronto, have taken out Dominion incorporation.

The tannery of Lamontange & Racine at St. Sauveur, Que., was recently badly gutted by fire.

La Richelieu Shoe, Limited, has been incorporated, with a capital stock of \$49,000. The head office will be at Beloeil in the district of Richelieu, Que.

Letters patent of incorporation have been issued to "Pomeroy, Limited," with a capital stock of \$500,000. The company is authorized to engage in the manufacture of shoe heels, etc. Headquarters are at Montreal.

G. A. Walters, shoe repairer, Brockville, is reported to have suffered loss through fire.

Scheuer, Normandin & Co., Inc., Montreal, are reported as having obtained a charter.

The Montreal Heel Co., Ltd., has been registered.

La Chaussure Canadienne, Limitee, Chicoutimi, Que., has obtained a charter.

The Schaeffer Bootery, Montreal, has been registered by Charles Schaeffer.

Alex. Kozma, shoe repairer, Winnipeg, has commenced business.

The Shoe Mart, 318 Main St., Winnipeg, has recently been opened up.

The Quality Shoe Store has been established at Bienfait, Sask.

H. E. Taylor has opened a harness and shoe repair shop at Ogema, Sask.

Fred Foster has started a repair business at Prince Albert, Sask.

The stock of Bon Marche, Ltd., Saskatoon, Sask., has been sold to N. Chemnitsky, of Winnipeg.

T. Stoker, shoe merchant, Edmonton, is adding men's wear.

John Sitko, shoemaker, Oakburn, Man., has commenced business.

The McRobbie Shoe Co., Ltd., St. John, N.B., is reported to have discontinued business.

M. Kufflay, shoemaker, Dauphin, Man., has recently commenced business.

Another repair shop has recently been established in Dauphin by Adolph Powlitsky.

Thomas Kennedy, of Gesto, Ont., sustained a loss of \$15,000 when fire completely destroyed his store and home.

Fred. T. Ashmore, of Palmerston, Ont., has purchased the interests of his partner W. Goettler in the firm of Ashmore and Goettler.

R. S. Thompson, of Toronto, has purchased the business of Hicks and Bamford at Burlington, Ont.

Colin McAskile has purchased the business of F. T. Hill & Co., at Highgate, Ont.

W. J. Willis, of Bowood, Ont., has purchased the general store at Carlisle, Ont., and will conduct both businesses.

W. O. Wees has purchased the business of Harry Daniels at Dresden, Ont.

James Nevills has purchased the interests of J. W. Laird

in the firm of Shewburg and Laird at Guilds, Ont., and the new firm will be known as Shewburg and Nevills.

J. M. Frawley, of Hillsdale, Ont., sustained a loss of \$5,000 when his store was completely destroyed by fire.

Fire of unknown origin completely destroyed the store of I. J. Hillier at Mooretown, Ont. Mr. Hillier plans to rebuild as soon as possible.

Hust & Reeves are opening up a shoe store at 634 St. Catherine St. E., Montreal.

La Victoire Shoe Co., Limited, St. Hyacinthe, Que., has been incorporated with a capital stock of \$90,000.

W. W. Breithaupt, of the Breithaupt Leather Co., Ltd., Kitchener, Ont., has become the proud father of a baby boy, who was born in Toronto on April 24.

Obituary

We regret to announce the death of Mr. Wm. Bernstein, treasurer of the Panther Rubber Co., Limited, Sherbrooke, Que., who passed away on April 15 at Boston, Mass.

Wm. Kerr, a well-known resident of Kars, Ont., and formerly a figure of some prominence in the leather industry, has passed away. The late Mr. Kerr was in his 88th year. He was born in Ireland, but immigrated to this country in 1842. A tanner by trade, he conducted a tannery at Kars for some twenty years, retiring in 1888.

Within the space of three weeks, Thomas Woolway and George Woolway, members of the retail shoe firm of Woolway Brothers, Stratford, Ont., were called by death. In both instances, heart failure is assigned as the cause of death. The two brothers had been engaged in the shoe business together for the last twenty years and had come to occupy a prominent place in the commercial activity of Stratford.

Many shoemen will learn with regret of the death of L. E. Hurlbut, who passed away unexpectedly on the morning of April 19. He had been laid up with a bad cold which developed into pneumonia, but was considered to be improving and out of danger, when death suddenly intervened.

The late Mr. Hurlbut was the uncle of Mr. G. P. Hurlbut and Mr. C. E. Hurlbut, respectively the president and the secretary and manager of the Hurlbut Co. He had been in charge of the shipping department in the factory for the last seven years, up until the beginning of 1923, when he was transferred to the selling staff, covering Waterloo county.

Francis Sellery, who had been actively connected with the shoe and leather industry for the greater part of his life, passed away recently in his 78th year. For the past three years, the late Mr. Sellery had been residing in Toronto, but formerly he had lived in Kincardine, Ont.

An Attractive Montreal Store



One of those neat, attractive stores that help to maintain the standard of suburban retailing is that of J. A. A. Leonard, at 2844 St. Hubert St., Montreal

Touching a Responsive Chord

Every manufacturer must have an outlet of distribution for his production. If there is a slip of an important "cog" in the chain of distribution between the factory and consumer, his sales suffer.

The retail merchant is the most important link in the chain of distribution. His problem of selecting the right goods is difficult, consequently he is anxious to learn of the merits and possibilities of your line. A message directed to him touches a responsive chord.

By advertising in "Footwear in Canada" you reach the dealer through his own specialized medium. You create new dealers and keep present dealers sold. You take the direct road to the man you want to interest.

"Footwear in Canada" can serve you because it is already serving in an efficient manner the retail shoe dealers from coast to coast. It can be made an important factor in increasing the dealer's interest in your product.

Footwear
in Canada

347 Adelaide St. West Toronto
Board of Trade Building Montreal

Circulation, 3,300 copies per issue



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

IN Canada the recuperation of business is proving to be a much slower process than in the States. On the whole, things are better than they were a year ago, but in very few lines is any remarkable activity shown. The shoe trade is not overwhelmed with demand, though the feeling is very much better than it was a couple of months ago.

This situation, superficially, does not appear to be anything for us to clap ourselves on the back about—many no doubt would prefer to see things humming and booming all over the country. However, Roger W. Babson, of statistical fame, who has recently been visiting Canada, apparently thinks we are to be congratulated. Referring to conditions in the United States, he says, "Everywhere people are talking prosperity, building is booming, prices are again advancing and wages are rising. A little of this is a good thing, but too much of it all at once is dangerous. When a patient recovers too rapidly a relapse may occur." Then he goes on to say, "I much prefer the more gradual and deliberate manner by which Canada is passing through her readjustment. We have much to learn from our northern neighbor. To-day conditions are better in the States, but unless we take care, business will be better in Canada in 1924 than it will be here."

Canadian Shoe Manufacturing Industry Speaks for Itself at Ottawa

Three Representatives of Shoe Mfrs'. Assn. Appear Before Parliamentary Committee on Agricultural Conditions and Most Effectively Refute Charges Made Against the Industry

Mr. R. J. Deachman, a Calgary journalist, in the course of his evidence recently before the Parliamentary Committee on Agricultural Conditions, made certain references to the shoe manufacturing industry which the Shoe Manufacturers' Association thought should be answered. The manager, Mr. S. Roy Weaver, consequently telegraphed to Ottawa a denial that improper advantage was being taken of the tariff by the shoe manufacturers and asked for an opportunity to answer the criticisms. The Committee then sent advice that the representatives of the Association might appear on Tuesday, May 1, and accordingly Mr. J. E. Warrington, the president, Mr. Jos. Daoust, past-president, and Mr. Weaver made a trip to Ottawa, where they thoroughly vindicated the shoe industry of the charges made against it.

Mr. Warrington, who was first called to the stand, outlined the general situation in the industry, emphasizing the fact that profits had been meagre, competition intense, and that prices were regulated by such domestic competition, without reference to the tariff. He was able to answer in an exceedingly satisfactory way all the questions asked by the chairman and the members of the committee.

Shoe Factories Operate on Very Narrow Margins

In support of his statement that profits had been small, even in the most successful factories, Mr.

Warrington declared, "The company which I represent has had as favorable a record as any firm in Canada, yet our profits over the last eleven years have averaged only 18 cents per pair. From this we have had to provide for all bad debts, pay business profits and income taxes and a return to shareholders upon their large investment, besides allowing a surplus for contingencies. On some lines the profit is only 5 cents a pair, and I may say that the profit of the shoe manufacturers is considerably less than the amount taken by the government in sales tax."

Mr. Daoust followed Mr. Warrington, and surprised the former members of the Committee with his knowledge of hides. He traced the course of the hides from the back of the animals until the finished shoe left the hands of the manufacturer, showing with definite figures how costs were made up and that profits were very small. Mr. Daoust held the close attention of the committee for over an hour and had a ready and complete answer for all interrogations.

At the evening session of the committee, Mr. Weaver went on the stand, bringing with him ammunition that effectively refuted any remaining arguments brought forward by the critics of the industry. Mr. Deachman had submitted figures purporting to show that the average factory in Canada was larger



Jos. Daoust, Past-President
Shoe Manufacturers Assn.



J. E. Warrington, President,
Shoe Manufacturers Assn. of Canada



S. Roy Weaver, Manager and Treas.,
Shoe Manufacturers Assn.

**MESSRS. WARRINGTON, DAOUST AND WEAVER MADE A MOST CONVINCING DEFENCE OF THE
TRADE IN ANSWER TO THE DEACHMAN ALLEGATIONS**

than the average factory in the United States, and consequently argued that the Canadian manufacturer should have an advantage in production costs. In answer, Mr. Weaver submitted the following memorandum, comparing the shoe manufacturing industries of the United States and Canada:

A Comparison of the Shoe Manufacturing Industries of United States and Canada

	United States	Canada
1. Number of factories (approximately)	1,450	160
2. Production in 1919 in pairs	329,528,900	19,160,749
3. Production in 1922 (approximately) in pairs	310,000,000	16,000,000
4. Home population to serve ..	108,000,000	9,000,000
5. Number of factories per 1,000,000 of population, approximately	13½	18.
Even with a smaller number of factories in proportion to population, the United States is supplying a very considerable export business.		
6. Number of persons dependent upon the shoe manufacturing industry for their livelihood	900,000	65,000
7. Average number of employes per factory (1920 figures) ..	28	76
8. Number of shoe manufacturing firms which have become insolvent or closed since 1918		52
9. Number of shoe manufacturing firms which have become insolvent or closed since 1885, (approximately)		175
10. Capacity daily production of largest shoe manufacturing company, in pairs	140,000	9,000
11. Present daily production of largest shoe manufacturing company, in pairs	135,000	3,750
There are four manufacturing firms in the United States which together are producing 400,000 pair of shoes daily or from 33 1/3 to 40% of the total production. Canada has no such immense shoe manufacturing concerns.		
12. Total daily capacity, pair ..	1,750,000	85,000
13. Actual daily production, pair ..	1,200,000	65,000

Obstacles to Canadian Manufacturers Entering U.S. Market

The chairman, Mr. A. R. McMaster, M.P. for Brome, Que., had suggested that with the United States market open without import duties to Canadian-made footwear, Canadian manufacturers were practically in the same position as those in Wisconsin, or any other State in the Union, with relation to their ability to market goods across the line. In answer to this argument, it was stated that, besides certain important handicaps under which the Canadian manufacturers operated and the fact that production costs were somewhat higher in the case of most lines of shoes in Canada than in the States, manufacturers here could not afford to undertake the very large expenditure which would be entailed in an effort to build up business in the United States, as that market might be cut off overnight by tariff or other legislation. The shoe manufacturing industry of the U.S., Mr. Weaver pointed out, had been built up to its present position of dominant importance under high protection, and although shoes had been duty-free since 1913, the manufacturers of that country were asking for a restoration of the protective duties of the 1909 tariff, largely as a protection against imports from the United Kingdom.

Suggested Amendments to Bankruptcy Act

The following suggested amendments to the Bankruptcy Act, have been made by a special committee of the Shoe Manufacturers' Association of Canada, approved by the Executive Committee and sent to Ottawa:

1. To permit demand of assignment also to be made by a creditor in amount of less than \$500, but not less than \$250, if such amount has been past original due date by six months or more.

2. To enlarge acts of bankruptcy to include:

(a) General suspension of payments.

(b) Any admission of insolvency.

(c) Emission of any false statement of debtor's financial affairs.

3. To amend Bankruptcy Act and the Criminal Code to authorize evidence or proof in either the Bankruptcy Court or the Criminal Court to be accepted by the other court.

4. To require that notice of a first meeting of creditors issued by an authorized trustee be accompanied with a list setting out the names and addresses of creditors and the amounts owing to each and a copy of a statement of the debtor's financial position, signed by the debtor.

5. To require trustee, immediately assignment is made, to take possession of all moveable assets and records.

6. To require trustee to close business of debtor until creditors at first meeting shall decide disposition of estate, but providing that trustee may apply to Bankruptcy Court for permission to continue business in operation, if court be satisfied that special conditions warrant.

7. To permit revendication of goods actually delivered to debtor within 30 days of an Act of Bankruptcy. By adopting provision of Quebec Civil Code in this connection, uniformity would be affected.

8. If bankrupt be found guilty of frauds, conspiracy to defraud creditors, or emitting false financial statements, to provide for imprisonment without option of a fine.

9. To make immediate discharge from bankruptcy conditional upon consent being obtained of at least 51 per cent of creditors, representing not less than 66-2/3 per cent of total claims.

10. To allow limited discharge only from bankruptcy to any debtor who:

(a) Has not kept proper books of account;

(b) Has been found guilty of fraud, or conspiracy to defraud;

(c) Has emitted false statements;

(e) Has offered to one or more creditors, as an inducement for their support, advantage, benefit, or preference not extended to all creditors.

11. To provide for appointment in each province or principal geographical division of an Advisory Board on Administration of the Bankruptcy Law, consisting of three persons: one a Judge of the Superior Court, one a manufacturer, and, one a wholesale merchant—Such board to meet at least quarterly to consider the administration of the Bankruptcy Law, to investigate complaints, and to make recommendations to the Government.

Canadian Shoe Exhibit to be Held at C.N.E.

The Shoe Manufacturers' Association of Canada, have decided to again hold an exhibition of Canadian made shoes and allied products at the Canadian National Exhibition Toronto, August 25 to September 8 next. At a meeting of representatives of the firms which exhibited last year it was the unanimous opinion that the display should be considerably developed. Already applications for 40 spaces have been received.

The meeting decided that the surplus from last year consisting of \$550, should be held as an Exhibition Fund, and used for publicity and other purposes in connection with this year's display. The exhibit will be in the same place—Second floor of the Coliseum. It was hoped to be able to get a larger space, but the assistant manager of the Canadian National Exhibition, stated that there was absolutely no other space available. He added that the ventilation of the Coliseum had been much improved and other betterments made. The meeting decided, therefore, to make the **best possible display in the same location as last year.**

The general character of the display will be similar to that of last year. Some exhibitors are taking double last year's space. The available space is limited and applications should be made **at once.** The charge will include space rental, construction and equipment of booths, signs, furniture, rug, electric lighting and palms or ferns. Exhibitors wishing to use show cases will be required to rent cases through the Association on the same plan as last year, in order to ensure uniformity. Only Canadian made goods can be exhibited.

"This display" Mr. S. Roy Weaver, the manager states, "offers the biggest advertising value of which we have any knowledge. United States and British firms have recognized the value of such displays and no less than four British shoe manufacturing firms will have exhibits at the Canadian National Exhibition this year. Let us get together in a big display which will demonstrate to the public and the trade that Canadian-made footwear is unsurpassed. A cordial invitation is extended to Allied Trades to join with us.

"No over-the-counter selling will be permitted."

Seek More Drastic Penalties Against Fraudulent Assignments

The Executive Committee of the Shoe Manufacturers' Association of Canada, have passed the following resolutions in connection with assignments:

Whereas there has been much evidence of fraud in connection with certain recent assignments and the situation requires speedy provision of some effective deterrent if fraudulent practices are to be kept from becoming more common and prevalent; and

Whereas in some cases Judges have been taking a lenient view of such practices and imposing upon the offenders fines or other light sentences, apparently without regard to the effect of these sentences upon other debtors;

Therefore be it resolved, that the Executive Committee of the Shoe Manufacturers' Association of Canada, declare its belief that drastic punishment

ought to be meted out to those found guilty of fraud and appeal to the Federal Minister of Justice and the Attorneys-General of the several provinces to instruct all Judges under their jurisdiction to impose prison sentences, without the option of fines, upon all debtors found guilty of fraud in connection with assignments or applications for compromise or extension, or in connection with statements or information furnished by them, whether in the form of signed statements or otherwise to or for their creditors; and further

Be it resolved, that a copy of this resolution be sent to each of the following: The Minister of Justice, Ottawa, and each Provincial Attorney-General.

Superintending a Shoe Factory Some of the Difficulties that Have to be Dealt with in these Days of Rush Orders

The last ounce of efficiency is demanded in the production department of a manufacturing organization these days, and there are no soft jobs for would-be factory superintendents. Rush orders pile in one on top of another, and the man in charge has to be as wide awake as a weasel and as sharp as a gimlet, for upon his shoulders falls the responsibility of getting the work out on time and getting it out right. Some of the worries and duties of a shoe factory superintendent were outlined by O. H. Casavant, superintendent of the factory of Gregory & Read, Lynn, before the Lynn Shoe School recently. He said, in part:

"Superintending consists of the supervising, directing and managing of a shop, particularly its production problems, especially as they relate to men, materials, machinery, methods and prices.

"A superintendent will surround himself with as strong an organization as he can get, for it is impossible to get good results if there is dead wood or undesirable timber in the organization.

Snags the Superintendent Must Guard Against

"To illustrate the duties of a superintendent, let us imagine that a salesman has sent into our factory an order for shoes to be made and delivered in twenty days. The order arrives at the office and is given a serial number. It is looked over to learn the style and size of lasts and patterns, as well as the materials of which the shoes are to be made. It is very necessary that orders be checked up, for salesmen often sell more shoes over one last than the factory has available for making shoes of that style. This would hold things up in the shop, and delay the delivery of the shoes.

"Next, the blue sheet, or master tag, is made out and all factory tags are copied from it. Costs have to be figured and checked to see that the salesman has sold shoes at the right prices, for it sometimes happens that there is a change from the sample as, for instance, substituting one material for another, and the salesman does not figure a change in price accordingly.

"After the order is approved by the office, it goes to the purchasing department for an analysis of costs of leather, findings and other materials used in the shoes. Let me say right here that this analysis by the purchasing department is very important, espe-

cially in these days of novelty shoes. Of course, everything must be bought ahead and be ready for use, if the shoes are to be made and delivered in twenty days.

Getting the Goods Out on Time

"The superintendent has to keep constantly in mind that the shoes must be made and delivered in twenty days, and, if he can get them delivered ahead of time, so much the better.

"Tags must be made out with absolute accuracy. A mistake will make trouble, probably in the making of the shoes, or with the customer. If the shoes are not as ordered, the customer is apt to refuse them, or if he does take them, he is dissatisfied; so to keep the confidence of the customer it is absolutely necessary that the shoes be made exactly according to the order.

"A typical day sheet, showing the progress of the shoes through the factory on a twenty day schedule is as follows:

"Office, two days; cutting and stock-fitting, three days; stitching, six days; lasting, two days; making, three days; finishing, two days; ironing and packing, two days; total, twenty days.

It All Comes Back to the Superintendent

"Day by day the superintendent is responsible for the shoes. He has to see that they move from department to department, according to the schedule, and also, that they are up to the specifications of the order. He has to know that the material is up to standard, and that the making is accurate.

"If the shoe is cut on the wrong pattern in the cutting room the shoes are spoiled in the beginning.

If the stitcher uses the wrong thread, or takes a seam too large or too small, the case of shoes is ruined. Or, if the laster pulls over his uppers too tight or too loose, or crooks his seams, tips or vamps, more damage is done. Who is to blame? The superintendent. He is expected to know all things about the making, and to stop all blunders before they begin.

"In the making-room, where there are many operations, chances for mistakes are correspondingly numerous—the wrong thread may be used, or the wrong size heels, or cutters on shaving machines may be wrong, the trimming cutters may not have a good edge, or the grit on the scouring paper may be too coarse. For all these details, the superintendent is held responsible.

Eternal Vigilance the Price of Good Shoemaking

"In the finishing room, the finisher is apt to use the wrong stain unless he reads his tags carefully, and the containers are marked as plainly as poison in a drug store. In the ironing room, the operators must have the right dressing, the right fitting shoe trees, and irons that are neither too hot nor too cold. A cool iron will not iron out the wrinkles, while an iron that is too hot will burn the leather. The superintendent, to watch all these details, needs as many eyes as an octopus.

"Then there is the packing room. If the inspector is careless and lets a shoe go out with the wrong marking, or the labels get mixed up so that the goods are sent to the wrong customers, well, there is more trouble, and it all comes back to the shoulders of the superintendent. Eternal vigilance is the price of good shoe-making, and the superintendent has to pay it."

The Condition of the Hide Market

Some Reasons Why the Market Continues Quiet While U.S. Shoe Industry is Experiencing a Revival—May be a Spurt of buying Before July.

Quietness has been reigning in the hide market. The inactivity of the shoe business during the early months of 1923 has been reflected back upon the tanning industry and tanners have been lying low meanwhile. Toward the end of the last year there was a spurt which boosted the market to an abnormal level. This choked off buying, and again there was a falling away. After the beginning of the present year there was a big clean up, and in the packer market a decline took place on steers from 21 to 19 cents. Heavy cows declined at the same time from 20 to 17 cents, and a further drop of 14½ cents has since taken place in heavy cows. Light cows are worth about as much as heavy cows at the present time.

The market for country hides has shown no appreciable change recently. Buffs are still quoted around 11½ cents, as against 14 cents toward the end of last year, while country extremes, which were selling at 15 cents at that time, now run about 12½ cents. About 1 cent of this decline is accounted for by seasonal decrease in values.

Calfskins Show Little Variation

In calfskins, the packer market shows little variation; it has been running along at 17 to 18 cents, according to quality. The asking price for the best skins has been 19 cents. On city calf, the first large

collections this year were 16 cents. The best lots of city and country mixed were sold late in April at 16 cents.

This is the big season for country dairy skins, and these are being bought quite freely for shipment to the States, where they are quickly picked up by the tanners. In both Canada and the States the going price is \$1.15. Some carload lots are held at \$1.25.

It is interesting to compare the market level at the present time with the same month last year and in 1914. The Chicago packer hide market shows an increase in some lines as compared with 1914—spread steers, native steers and butt heads, for instance—but the price level as a whole is lower. Taking an average of the market, the decrease represented as compared with April, 1914, is slightly over 2 cents. Every line to-day, however, shows a very considerable increase as compared with April, 1922. Working it out to an average, the Chicago packer hide market is about 4.7 cents above what it was a year ago.

The Canadian market is of course almost entirely governed by the trend of things in Chicago. There is never any appreciable variation between the prices here and on the other side of the line—at most perhaps a half a cent—inasmuch as there is no duty to



Stunning Sport Shoes

Made of

BLACK BEAUTY

CHROME PATENT SIDES

The smart footwear of summer with its striking contrasts displays patent leather in its fullest beauty. But the patent must be of the best for no other will give the service required of this type of shoe.

Which is the reason so many of the leading Canadian and American manufacturers have adopted Black Beauty.

ROBSON LEATHER COMPANY
LIMITED

— OSHAWA - ONTARIO

prevent the free shipment of hides across the border.

The U.S. Situation

The shoe industry in the States has been experiencing a revival, and many of the largest plants in the country are going full steam ahead, but the manufacturers seem to have been able to take care of their leather requirements for the most part without boosting the market appreciably. High grade leathers have stiffened, but the big side leather shoe factories which absorb such a vast amount of leather have managed, with their great buying power and resources of finance and organization, to place their orders at a price. Their ability to do so is undoubtedly due, in part, to the "grief" leather that has been coming on the market—that is skins that were tanned at a time when the hide market was at its lowest ebb in order to prevent their becoming a total loss. There was quite a quantity of their "grief" leather accumulated and a certain percentage of it still remains to be disposed of—a situation which has been greatly to the advantage of manufacturers with whom the price of the goods is the first consideration.

Less Leather Used in Shoes To-day

Another factor that undoubtedly is influencing the situation to a considerable extent is that there is less leather to-day being used in shoes. For women, low-cuts reign supreme, and the quantity of fabrics used is also much higher than in the old days. In men's shoes likewise, oxfords are more popular the year 'round than they used to be. Hence though the production of footwear in the States has been maintained, the consumption of upper leather has been reduced. This seems to be borne out by the fact that hides from which a good grade of sole leather is made are as high or higher than they were in 1914, with the exception of packer cows, but skins used for upper leather are, for the most part, considerably cheaper than they were in that year.

The condition of the hide market at the moment is simply dull, but there is more than a possibility that it may feel some effect from the increased activity of the retail shoe trade shortly. Stocks are low throughout the industry and a spurt of retail buying is almost bound to be reflected to some extent right back to the raw materials market. If any upward reaction takes place, it will of necessity happen before July, as after the month of June there is a very noticeable decline in the quality of the hides produced.

A Tragic Accident

A very tragic accident happened in Kitchener, Ont., recently, which came as a shock to the entire city and which will cause widespread regret and sympathy throughout the leather and footwear industry. Eleanor Lang, one-and-a-half-year-old daughter of Mr. and Mrs. Geo. Lang, Jr., of the Lang Tanning Co., and her nurse, Miss Ada Leyburn, were both killed as a result of being struck by a railroad train on a level crossing. Miss Leyburn was killed immediately, but the child, thrown from its carriage clear of the tracks, lived for some hours afterwards. It is thought that the explanation of the accident may lie in the fact that an eastbound train had just passed and the nurse pushing the baby carriage proceeded to cross the tracks immediately and was struck by the westbound train which had been hidden from her view.

Increases in Freight Rates on Shoes Cancelled

During the last convention of shoe manufacturers, wholesalers and retailers, held in Montreal, a deputation of these three sections waited on the Freight Classification Committee and made representations against a proposed increase of 50% in railway freight rates on boots and shoes shipped in fibre cases. This increase was to have applied to boots and shoes in cases other than wooden boxes with certain metal strappings; in other words, it would apply to practically all shipments.

The ground for the proposed increase was that the claims for pilferage and for damage and loss were heavy and were increasing, and the cases in common use permitted of these pilferings and damages. On behalf of the deputation it was argued that pilferage was not easy when the fibre cases were properly sealed. The question, it was also stated, had been taken up with manufacturers and retailers, and they had been urged to seal the cases properly. The deputation proved to the committee that firms who adopted the style of sealing which had been recommended had reduced their pilferage claims to practically a negligible amount. The committee was asked not to penalize the whole industry on account of improper packing and sealing by those who were less careful.

The Freight Classification Committee has now notified the associations that the application has now been granted, and that the proposed increase has been cancelled—which means a substantial saving for the trade.

The committee has also notified the associations that an application by them in connection with minimum car loads has been granted. It was proposed to increase the minimum car load weight for third class rating from 20,000 to 24,000 pounds. This has been withdrawn, the minimum car load remaining at 20,000 pounds.

Export Trade Promises Well

That the opportunity has come for more export trade with the British Isles is the conviction of the Breithaupt Leather Company, who have just appointed a resident representative, Wm. Kennedy of Glasgow. Mr. Kennedy recently visited Kitchener to make arrangements with the company.

The opinion that conditions have improved for export trade with the British Isles is based on the facts that the exchange situation between Canada and the old country has improved, and that the ocean freight rates on leather has been reduced. The difference in the value of the pound in Canada and in the United States is such that Canadian manufacturers can compete with the States in the English market. The freight rates have been reduced to seventy-five cents a hundred pounds for leather, as compared to the peak \$2.50. The conditions are considered better than they have been at any time since the outbreak of the war. In view of the fact that this company's business formerly was 40 percent export, the significance of the situation can be realized. The Canadian market being supplied, export trade provides the necessary output by which the lowest possible prices can be secured to the Canadian factories.

BULLDOG SOLE LEATHER

Through its service to the Public,
BULLDOG SOLE LEATHER is
making fast profits for those who
feature it.

Its rapid acceptance by the masses
opens up interesting opportunities
for the shoe trade.

Whether Manufacturer, Retailer
or Repairer, BULLDOG SOLE
LEATHER has a definite place in
your business.

*"Wears twice
as long as
ordinary
leather"*



*Backed to the
hilt by
advertising*

TANNED ONLY BY
BEARDMORE & CO.
*Tanners Since
1844*

Toronto — Montreal — Quebec — Acton

Shoe Manufacturers' Assn. Move Offices

The offices of the Shoe Manufacturers' Association of Canada, the Shoe Wholesalers' Association of Canada, and the Shoe Trade Credit Bureau have been moved from B9 Board of Trade Building, to 209 in the same building.

Trade Statistics

Figures for the total Canadian Exports and imports for the fiscal year ended March 31, 1923, have just been published by the Department of Trade and Commerce, Ottawa. Export trade developed to a greater extent than import. Exports of Canadian goods amounted to \$932,229,443 and imports to \$802,457,043, a balance on the right side of \$129,772,400. These figures represent an increase for the year as follows: in exports, \$191,988,763; in imports, \$54,694,959 and in favorable balance \$137,293,804. The largest item on the export list is agricultural products; these amounted to a value of \$393,425,251. The second item in order is wood, wood products and paper, valued at \$328,758,205. These two items, it will be seen, account for approximately three quarters of our export trade.

What to Expect

A scientist predicts that in the near future women will have only four toes on each foot. The little toe will disappear. He points out that the women of ancient Greece had three joints to their little toes, while Egyptian women had four. Nowadays normal women have only two joints, and there are many cases in which only one joint is found. As civilization has progressed, he says, various organs have disappeared when no longer needed. By adopting high-heeled shoes women have now done away with the use of the little toe as a foot-balance, with the result that nature will presently relieve them of so superfluous an addendum. Men, on the other hand, will always retain five toes, because they need them. Interesting, isn't it? We trust our last makers are making due preparations for the eventuality.

Caring for the Counters

Concerning guaranteed counters there has been more or less discussion of late, the argument being that, in some instances, the counter is the only part of the shoe that is guaranteed or wear. Perchance, because of this guarantee, some counters get harder treatment than they deserve. For instance, one shoe firm noticed quite a number of shoes coming back with complaints that the counters were defective. It was plain enough that they had broken down. The manufacturer, inspecting the shoes, readily saw that the youngsters who wore them had got into the habit of stepping into them (they were oxfords). So they broke down the counter. But one customer sent back not a single shoe. The manufacturer looked him up, and learned that he gave a small shoe horn with every pair of children's oxfords, and advised the youngsters to use it, and put their shoes on to their feet as shoes should be put on. If a pair of shoes comes back to the store with a complaint that the counter broke down, the storekeeper asks if the

wearer stepped into the shoe, or if he used a shoe-horn. The result is that the retailer has not had a pair of shoes returned to him, with a complaint of defective counters. So he has not sent a pair of shoes back to the manufacturer, for counter defects, and the manufacturer has no complaints to pass along to the counter maker. Evidently, proper treatment of counters extends beyond the shoe factory.—American Shoemaking.

Opens Montreal Branch

New England Blacking Co., Boston, have opened an office and warehouse in Montreal, with a full line of tanners finishes and shoe factory polishes, stains, blackings, etc. W. H. Neeves, who has been covering territory adjacent to Boston for the last couple of years will be in charge of the new branch. It is planned to open a factory for the manufacture of this line in Canada later.

Smaller Accumulation of Black Kid

The accumulations of black kid in the States although heavier than last December are not comparable, it is stated, with the accumulations of a year ago. In some cases the ratio is 4 to 1 in favor of this year. This despite increased production in many quarters. There are cases also where the stocks on hand are not over 10 days work at the most.

Cutting Cut-Outs

The common way of making cut-outs in vamps of shoes in Lynn shops is to cut them out with a die and mallet. It is said that in some shops outside of Lynn the cut-outs are made with a knife and pattern, in the usual manner. Lynners prefer the die and mallet method, claiming that it is more accurate. A die always cuts uniformly, so that the cut-out pattern is always the same, whether a dozen or a thousand vamps are cut with cut-outs. But the knife method may show variations, according to the skill of the cutter, and, also, according to the position in which he holds his knife, whether snug to the pattern all the way around, or on an angle.—American Shoemaking.

Telling the Consumer How to Treat Shoes

One of the leading shoe manufacturing companies of the United States, making somewhat heavy working-class boots, sends out with every pair a card which reads as follows:

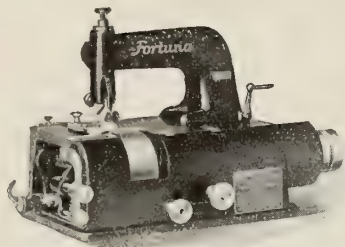
"First: Shoes must be correctly fitted.

"Second: Shoes that are to be worn in mud or dampness of any kind must be kept well oiled or be greased semi-weekly.

"Third: Shoes must never be put near heat. Wet or damp shoes will burn and become useless almost instantly, giving the impression of having soles composed of a thin layer of leather and a thicker layer of rosin-like substance.

"These shoes have been made in accordance with specifications written by shoes experts. If the rules are disregarded the results will be bad and the wearer alone is to blame."

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists

189 Charles Street, Providence, R.I.

Newest Creations in Buckels

Buckels with snap and qual-
ity for all style slippers.



**BEADED
CUT STEEL
RHINESTONE**

WRITE FOR
SAMPLES
NO OBLIGATIONS

LATEST
BELGIUM CLEO
No. 1103

Pleated ribbon buc-
kels from \$5.50 doz.
to \$7.50 doz. pairs.

This buckel can be used
either on plain, one-
strap or colonial pumps.

Parisian Beading Works Co.

1028 Arch Street, Philadelphia, Pa.

We Can Save Money for You on Your
Shipping & Packing

H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO

The Story of "Crepe Rubber"

Where it Comes from, How it is Manufactured, What are its Characteristics—An Innovation that has Created Widespread Interest throughout the Shoe Industry

Almost every shoeman in the country is now quite familiar with the appearance of crepe rubber. It is of a yellowish color, with a rough, gristly surface, and is remarkable for its toughness and tensile strength. It bears so little resemblance to ordinary vulcanized rubber that it is hard to realize that they are both the product of the same raw material. However, the crepe rubber is but little removed from the raw state, while the vulcanized rubber has gone through various manufacturing processes which have changed its nature considerably.

How Crepe Rubber is Made

The milky liquid, or latex, which is secured from the Hevea tree, by "tapping," much after the same fashion as our crop of maple syrup is gathered, is first dried and cured. This is done by placing the liquid in shallow pans with a small quantity of acetic acid. This turns it into a thick curd-like substance, called coagulum. The coagulum is rolled between heavy rollers into thin strips which are spread on trays and placed in a hot-air chamber to evaporate the moisture. On removal from the hot-air chamber the contents of each tray is folded over by hand into a "sausage."

So far the processes are the same as those used in the preparation of ordinary crepe rubber as sold to rubber manufacturers to be mixed with various chemicals and other materials for the making of vulcanized rubber. The further processes through which this material is put in order to produce the "crepe rubber" known to the shoe trade for the soling of shoes are described in a recent article in the "Footwear Organizer."

Repeated Rollings Necessary

"In order to obtain the close-knit gristly texture, resilience and durable qualities so essential for satisfactory crepe rubber soles, the rubber has to be subjected to repeated rollings, first through grooved and then through smooth mills, great care being taken to get the sheets of the same thickness, 1/8" throughout. This is important.

"The final stages of preparation consist of building up the rubber to the required thickness for shoes, usually 1/4" and 3/8" thick, by placing two or three lengths together and passing them several times through a smooth mill. This process causes the layers to become firmly attached to one another forming one sheet which cannot afterwards be separated. If a corrugated surface is required, one thin corrugated layer is joined to one or two smooth layers, the finished sheet having one corrugated and one smooth side. The sheets are cut into 36-inch lengths and hung up to dry for a few days before packing.

Must Be Plantation Prepared

"It cannot be too strongly emphasized that the preparation of crepe rubber for soles can only be satisfactorily effected on the rubber plantation. At-

tempts have been made to re-heat and treat ordinary rubber in this country, and large quantities of this substitute material have been placed on the market, but it has proved entirely unsuited for the purpose. It is soft and gelatinous, spews at the edges, and quickly wears out. It is of the utmost importance that boot manufacturers insist on having the plantation-prepared rubber, which is distinguished by its close-knit gristly texture and its golden color."

The "Footwear Organizer" goes on to point out that there is little doubt about the advantages of crepe rubber over vulcanized rubber, provided the correctly prepared plantation variety is used. It is 25 per cent. lighter and the claim is made for it that it will last ten times as long. In the early days difficulty was experienced by some manufacturers in finding a satisfactory method of attachment, although some from the first had no trouble. By the use of a specially prepared solution, the task of fixing on crepe rubber soles is now quite a simple, quick and satisfactory operation. No additional method of attachment is necessary, provided both the leather and rubber are clean and free from grease. Some firms prefer to attach first to the leather, by means of solutioning and stitching or stapling, a thin rubber sole, and then to stick on a 1/4" or 3/8" rubber sole. In this case, naptha is frequently used to stick the two rubber soles together.

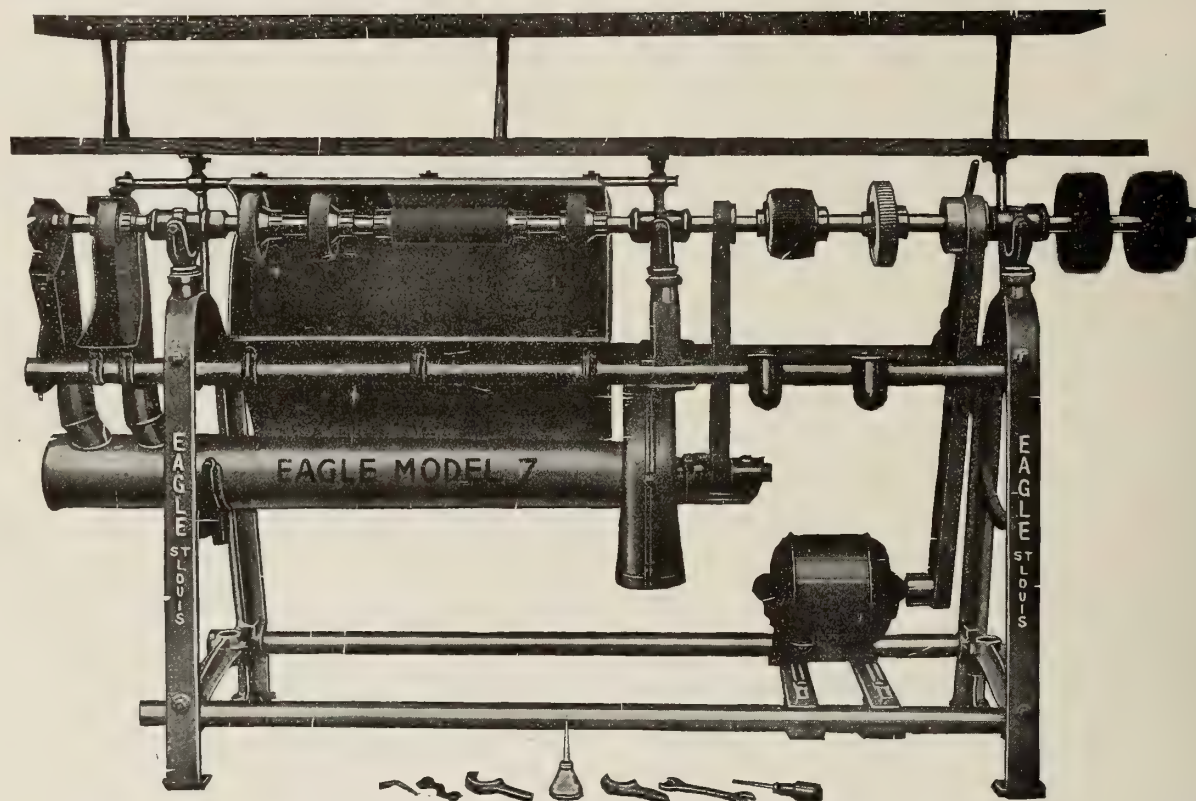
Wide Variety of Applications

In England, so far the main use to which crepe rubber soles have been put is in connection with sport shoes—tennis, golf, bowls, cricket, badminton, etc. Many of the leading players in the various championship contests last year, won their honors in crepe rubber-soled shoes. For gymnastic purposes they have also proved very satisfactory, and a more recent development has been their application to ordinary walking shoes.

Breithaupt Leather Co. Move Montreal Quarters

The increase of their business in the Montreal territory has made it necessary for the Breithaupt Leather Company to move to new and larger premises in that city. They have moved their stocks from their former location in the Robertson building at the corner of Lemoine and St. Helen streets and have transferred them to the building at 214 Lemoine street, previously occupied by the John R. Evans Co., where they are carrying a complete line of their various tannages of sole leather, in sides, crops, backs and bends for the convenience of the Montreal trade. They are taking over the entire premises at the new address, and with the increased space and facilities at their disposal will be able to maintain and improve their service. Messrs. John McEntyre and R. M. Fraser will continue to represent them.

Better Work and More Business when your shop is equipped with "Eagle" Machinery



The model 7 Eagle Finisher shown above represents the very last word in this type of shoe repairing equipment. Not only does it ensure better work and more business, but by reason of the system of belt shifting, your power is reduced 50% as the finishing shaft is stationary when sanding shaft is in operation, and vice versa. Equipped with double shelf and can be had in either Tight-Loose Pulley or clutch style.

Dimensions: Length 7 feet 2 inches. Width 24 inches. Weight crated, 575 pounds.

Write us today for prices and full information concerning this or any of our machines—Combination Heel Remover and Nail Cutter, Combination Sole Cutter and Skiver, Heel Reducer, Wide Blade Skiver, Sole Cutter, Large and Small Jacks, etc.

Choice of all best makes of electric motors, supplied with this machine.

Levine Leather Company Limited

475 Queen St., W., Toronto, Canada

Representing Eagle Machine Co., St. Louis, Mo.

Reach Business Men in a Business Way

Use established business and technical papers if you desire results on a *paying basis* from your advertising.

We are at your service for results

Hugh C. MacLean Publications

LIMITED

345 Adelaide Street West, Toronto



Portrait Gallery of the Canadian Shoe Manufacturing and Leather Industry

No. 2—Talbot Shoe Co., Limited, St. Thomas, Ont.



Mr. E. N. Wright, Vice-president,
Talbot Shoe Co.



Mr. E. E. Donovan, President,
Talbot Shoe Co.



Mr. J. A. Sullivan, Secy.-Treas.,
Talbot Shoe Co.

Within the last ten or twelve years there have been many mushroom growths in the Canadian shoe and leather industry, most of which have faded away before the first breath of adversity. But there have also been some sound, sturdy manufacturing organizations established, that have taken firm root and have been able to safely weather the commercial gales and earthquakes of the last few years. Among the latter class is the Talbot Shoe Co. Ltd., of St. Thomas, a comparatively youthful concern, with an enviable reputation for integrity and solidity.

As the trade is aware, the Talbot Shoe Co. is really the child of the E. T. Wright Co. The latter concern established a branch at St. Thomas in 1912, and Mr. E. E. Donovan took charge for them at that time—indeed it was largely upon his advice that they made this move. Mr. Donovan had in former years been connected with the Wright organization at Rockland, Mass., and had also for a time been with the Edwin Clapp Shoe Co., East Weymouth, Mass., and later with several high-class shoe firms in the Middle West. In 1906 he came to London, Ont., where he took hold of the Cook-Fitzgerald plant and developed the business very rapidly. He was with that concern until 1912, when he linked up with Wright's branch in St. Thomas.

It was in September, 1920, that the reorganization took place whereby the Talbot Shoe Co. was formed as an all-Canadian company and took over the interests of the E. T. Wright Co. in St. Thomas. Mr. Donovan became president of the new firm, Mr. Wright, vice-president, and Mr. Sullivan, secretary-treasurer.

Mr. E. N. Wright is an old shoemaker, though still a young man. For close on thirty years he has been taking an active part in the shoe game. Most of his earlier experience was gained at the E. T. Wright factory at Rockland, where he had been just prior to his coming to St. Thomas to assist Mr. Donovan in the running of the Canadian plant.

Mr. J. A. Sullivan likewise has had a long connection with shoes and has gained a place of prominence in the Canadian footwear industry at a comparatively early age. His experience has been largely in the sales end of the business, and it is to this phase of the company's activities that he has been devoting his attention in the St. Thomas plant. He also has charge of credits and collections. Previous to coming to St. Thomas, Mr. Sullivan had been with the E. T. Wright Co. for fifteen years.

Shoe Agency

A strong line of children's shoes open on commission basis—Eastern Ontario, Montreal and Quebec Province. Apply Box 258, Footwear in Canada, 347 Adelaide Street West, Toronto. 5

For Sale

SHOE BUSINESS in live Mid-west city of 25000. New stock. New fixtures. Inventory about \$16,000. Must be sold in 60 days. Splendid chance. Purchase may be made by satisfactory security. Apply Box 252, Footwear in Canada, Toronto. 5-6

Opportunity for Advancement

Leading Manufacturer of Sole Leather requires traveller with practical experience in Shoe Manufacturing. One who can call on both the Repair Trade and Factories and actually demonstrate correct method of working Leather. This should interest a man now employed in a Shoe Factory, who is ambitious, and desirous of improving his position. Box 259, Footwear in Canada, Toronto. 5

AUTHORIZED TRUSTEE'S SALE BY TENDER

SHOE FACTORY

In the Matter of Gourlay Shoe Company Limited.
and

In the Matter of the Bankruptcy Act

Sealed tenders will be received addressed to the undersigned up until Wednesday, the 23rd day of May, 1923, at 12 o'clock noon for the purchase of certain properties and assets of the said Company, as follows:

- (A) REAL ESTATE, land and buildings at Collingwood in the County of Simcoe and Province of Ontario, being parts of lots 55 and 56 on the west side of St. Marie Street, on which is said to be erected a factory building.
- (B) PLANT AND EQUIPMENT contained in the above building said to be complete equipment for the manufacture of ladies' fine shoes.
- (C) STOCK-IN-TRADE consisting of shoe materials—leathers, findings and goods in process of manufacture.

Tenders will be received for the three parcels en bloc or separately. Tenders must be accompanied by a marked cheque or legal tender for 10% of the purchase price which will be refunded if the tender is not accepted. Tenderers bidding for all three parcels must apportion the amount applicable to each parcel.

The highest or any tender not necessarily accepted.

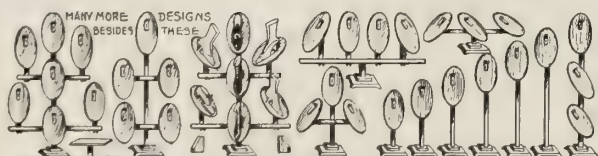
Terms of sale; 10% of the purchase price payable with tender, the balance within thirty days of acceptance on delivery of possession. Conditions of sale subject to standing conditions of the Court.

The purchaser shall search the title at his own expense and the Trustee shall not be required to furnish any abstract or produce any deeds, declarations or other evidence of title except those in its possession. The purchaser shall have ten days in which to make any objections or requisitions in respect of title or otherwise and in case the purchaser shall within that time make any requisition or objection as to title or otherwise which the vendor shall from any cause be unable or unwilling to comply with the Trustee shall be at liberty (notwithstanding any intermediate negotiations on the subject or attempt to remove or comply with such objections or requisitions) by notice in writing to the purchaser to rescind the sale, in which case the purchaser shall receive back the amount paid on account of the purchase money in full satisfaction of all claims without interest, costs, or compensation.

Further particulars as to property, inventory and appraisals may be had on application to the undersigned Trustee.

DATED at Toronto, Ontario, this 7th day of May, 1923.

The Trusts and Guarantee Company Limited,
Authorized Trustee,
5 302 Bay Street, Toronto, Ontario



Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

The Oscar Onken Co. 5951 4th St. Cincinnati, O.



Business is Good With Us

EACH month this year has been better than the corresponding month of 1922. Why? Here's the answer:

“A service that puts the goods you want in your factory when you need them is the greatest single factor in successful shoemaking under present conditions”—and
we supply that service

Our Montreal office telephones have been so overtaxed that we have arranged for consecutive numbers, only one of which will be listed.

MAIN 4644

will reach us any time. Tell us your immediate needs.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.
EST. 1915 **SHOE MACHINERY, FINDINGS AND FACTORY SUPPLIES** INC. 1923

Main Office

154 Notre Dame St., W., Montreal

BRANCHES:

**77 Ontario St. South
KITCHENER, ONT.**

**566 St. Valier St.
QUEBEC**

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms

Tanneries

79 Front E. Toronto Woodbridge, Ont.

Quebec and Maritime Provinces

Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

DUFTON & PUNCHER

Western Ontario Representative, Kitchener, Ont.

United States Hotel

Lincoln, Beach and Kingston Streets

BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00

DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.

CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan

\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

*There is no substitute
for Quality*



Sometimes customers who have been users of New Castle Leather for years will "try out" an inferior article at a cheaper price. But they always come back.

The making of the best leather requires time, experience and equipment which a cheap leather couldn't buy.

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

A glance will tell you all you need to know

Honest value was never more evident than in the "**Peterboro**" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

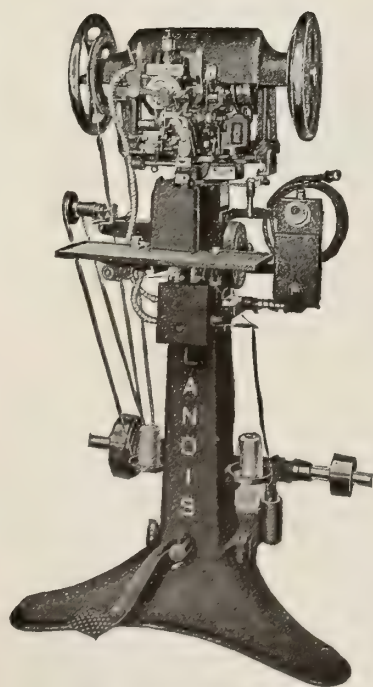
B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

97%

of Footwear
and allied lines
are sold on the
recommendation
of the Retail
Merchant

In the eyes of
the Consumer
he is responsible

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

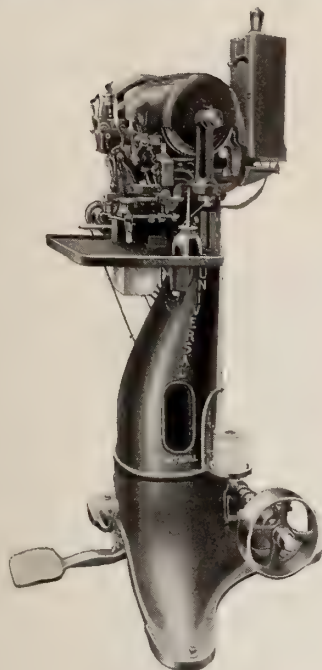
167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

It Means Money to You



Put in This Machine and—

You will have a means at your disposal of doubling your income.

The "Universal" model "S" stitcher is guaranteed the best outsole stitcher offered the repairing trade. Unequal Service Maintained.

"Made in Canada" there is no duty. At the same time the "Universal" has all the advantages and conveniences enjoyed by royalty machines at ownership privileges. It works rapidly, thoroughly and cheaply, and pays for itself in quick time.

Manufactured exclusively by us. Easy terms or net cash plan.

Universal Shoe Machinery Ltd.

128 Queen Street

— MONTREAL

Agents in Toronto and all principal cities

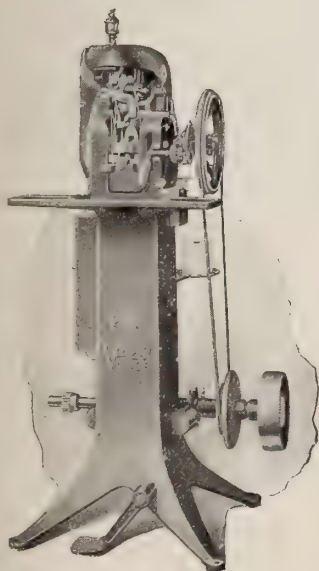
Vancouver Agent: C. Ross Lawrence, 57 Cordova St.

Better Work in Shorter Time

The Secret of Victor's Success

The story of Victor Shoe Machinery is a story of success. Why? Because it has provided the repair trade with exactly what it needed—machines that would make possible better work in shorter time.

Get full details now. Don't let these busy months slip away without getting the share of profits that should be yours.

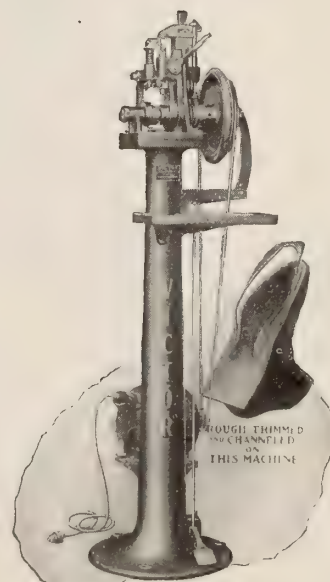


**NEW MODEL K VICTOR
OUTSOLE STITCHER.**
Our newest creation for outsole stitching. Lock-stitch, curve needle and awl, electrically heated. The best outsole stitcher ever perfected. Sold outright. No royalty.

V I C T O R SHOE MACHINERY COMPANY

1-11 Willow St., Lynn, Mass.

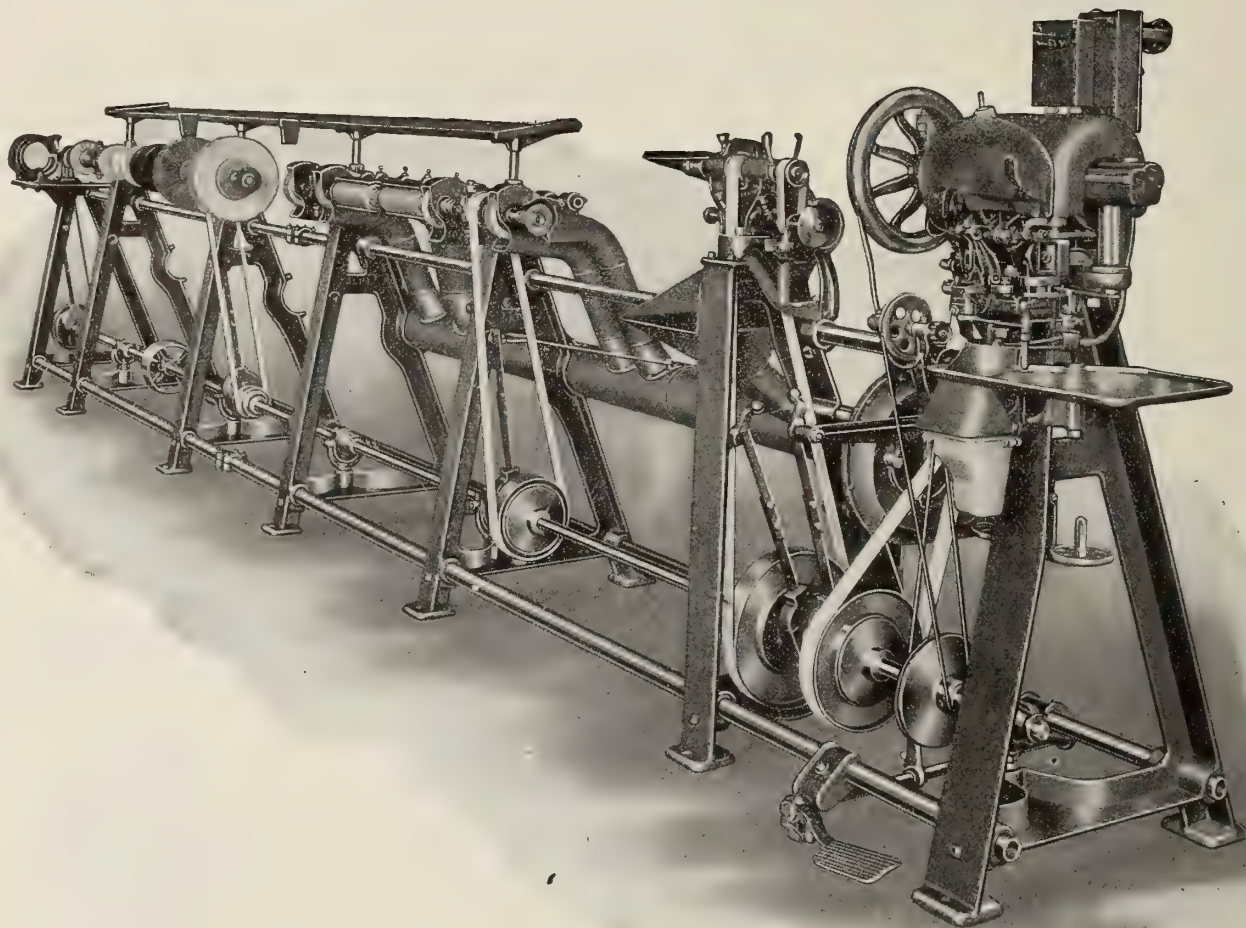
Canadian Jobbers: C. Parsons & Son, Ltd.,
79 Front St. East, Toronto; Kieffer Bros., 96
Prince St., Montreal, Que.; H. W. Upham,
Moncton, N.B.



**NEW MODEL "S" VIC-
TOR ROUGH ROUNDING
MACHINE,** Price \$90.00 F.
O.B. Lynn, Mass. Terms
\$15.00 cash with order. Bal-
ance \$6.00 per month. Equip-
ped with 1 - 6 H.P. Motor
(to operate from light socket)
Price \$125.00 F.O.B. Lynn,
Mass. Terms \$25.00 cash
with order, balance \$8.00 per
month.

DELIVERING THE GOODS

*Is of Great Importance to
Successful Shoe Repairing*



Illustrating our 22 ft. Goodyear Shoe Repairing Outfit Model N.—Built in our Montreal Factory

The shop equipped with a
Goodyear Welt Shoe Repairing Outfit
 is assured of being in a position to deliver the goods
Promptly and Satisfactorily

BUILT IN A SIZE FOR EVERY BUSINESS—A STYLE FOR EVERY REQUIREMENT

Used and endorsed by successful shoe repairers. Installed on terms that you CAN afford.

Write for our latest catalogue and terms today

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

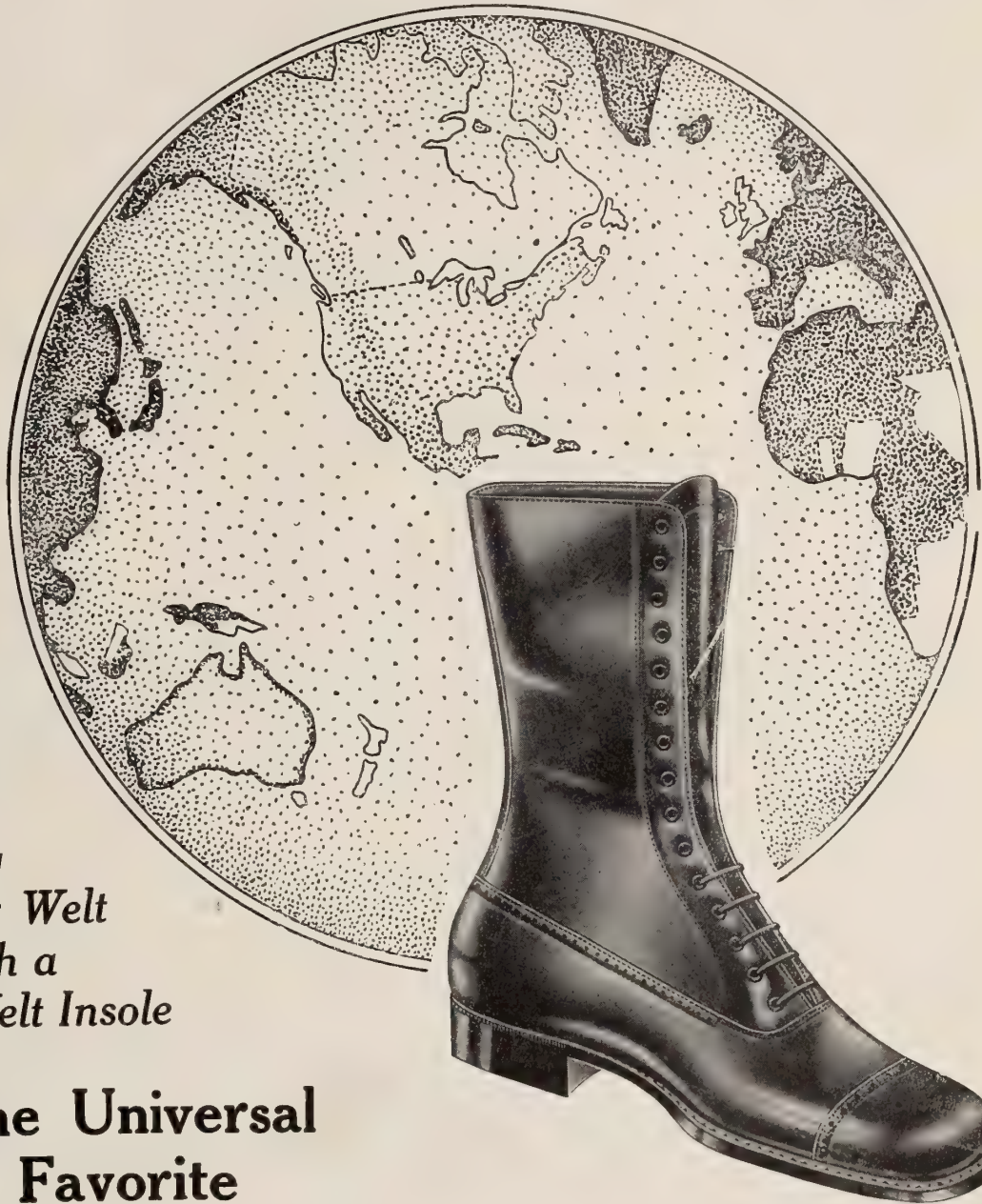
TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

QUEBEC
28 Demers Street



The Only One
of Its Kind



*The Only
Goodyear Welt
made with a
Pillow Welt Insole*

The Universal Favorite

The ideal shoe for children! No other offers the combined advantages of this genuine Goodyear Welt, made with Pillow Welt Insole. The Globe shoe offers every protection and lots of room for little feet to grow naturally. They are good looking, too.

Our salesman will be glad to call and show you our full range of lines for the coming season. Drop us a card today.

Globe Shoe Limited, Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,

Carried in stock by Alfred Lambert, Inc., Montreal

FOOTWEAR IN CANADA



CLARKE'S
PATENT LEATHER

The Super Patent

A brilliant and lasting lustre, a wonderful flexibility, a fine, even texture, and a **crackless surface**—these are some of the standards by which patent is judged and why Clarke's A.R.C. Brand has attained the distinction of "the super patent."



A. R. Clarke & Company Ltd.
LARGEST MANUFACTURERS OF PATENT LEATHER IN THE BRITISH EMPIRE
MONTREAL TORONTO QUEBEC

The Call  *of Quebec*

Tipperary Shoes

For Athletic and Outing Wear



Valois

*Speed up your business and increase your
profits with Tipperary Shoes*

THE COLUMBUS RUBBER CO.
OF MONTREAL, Limited

Branches: Montreal, Ottawa, Toronto, Winnipeg and Calgary

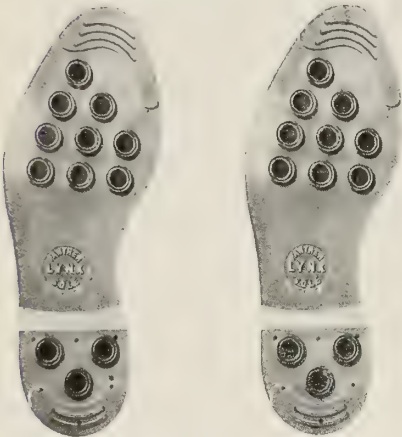
FOOTWEAR

in Canada



Province of Quebec Number

Three Styles Of
PANTHER SPORT SOLES



PANTHER SUCTION SOLE



PANTHER INSERT SOLE



PANTHER STUDDED SOLE

Panther Sport Soles

*—add fifty per cent
to the comfort, wear,
and value of a shoe*

The tremendous popularity of Sport Shoes has been helped in no small measure by the unique Panther Soles illustrated at the left.

These soles provide a fund of comfort, smartness and serviceability never before encountered.

Endorsed by experts as the ideal sole for Golf, Tennis, Hiking, Yachting, etc.

Made in Pale Pink, Chocolate, Black and Ivory White.

Specify "Panther" on your next order of sport shoes

Panther Rubber Co.

LIMITED

Sherbrooke

-

Quebec



“SQUARE

WEAR”

STAPLES

Yamaska values need no introduction to the trade. For over sixty years they have been regarded as the standard by which all others are judged. The smart One Strap model which we show below tells why. Pleasing designs, the best material and high-class workmanship are found in the Yamaska line to an unusual degree.

To provide the trade with the greatest measure of service, we are now in a position to fill sorting orders in staple lines.

For the convenience of the trade, we are making up stock ahead.

Take advantage of this opportunity and let us have your orders.

La Compagnie J. A. & M. Cote
ST. HYACINTHE, QUE.





Shoemakers to Wholesalers only



SPECIAL
Mens' Mahogany Oxford
Half Rubber Heel
3.75

The strong selling features of
SAMSON-ANGUS SHOES will
convince you of the necessity of
placing them extensively.

A complete line of men's, boy's,
women's, misses' and children's
shoes of all grades are carried.

May we hear from you?

SAMSON-ANGUS
LIMITED

Offices and Sample Rooms

54 Jurors Street

MONTREAL



Goulet Shoes

**Your Chance to Get
the Shoes You Need**

Goulet Shoes provide the dealer with exactly what the trade demands in the way of stylish, well made, moderately priced shoes to satisfy the majority of buyers for Summer and Fall.

Our lines offer a splendid selection. Not only is every one a sure seller, but Goulet Shoemaking is kept up to a standard that assures satisfaction to the wearer and repeat sales for the dealer.

See the Complete Range in

Mens and Boys' Welts, Women's Mock Welts, McKays and Standard screw for Men, Women, Misses, Boys, Youths and Children. Solid Pegged Shoes for Men and Women.

O. GOULET & SONS LIMITED

575 St. Valier St., Quebec





The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

Miner merchants have been getting great results by featuring Boy Scout and Girl Guide Tennis Shoes.

You can attract customers to your store with Miner advertising.

The goods themselves will bring customers back to give you repeat business.

Every One a Winner



*McKays and
Standard Screws
for Men, Boys, Youths and Gents*

See Our New Lines

The heavy advance sale of Leclerc Summer and Fall lines testifies to the merit of these new models. Every one is a winner. See our samples.

For customers who demand the utmost value for their money, there is no line comparable to Leclerc Shoes. They will like their smart styles and their neat workmanship and the foot-comfort they give. These are the qualities that make Leclerc Shoes so popular. That they also make permanent customers is due to the fine quality of the materials which go into their manufacture. Yet Leclerc lines are all moderately priced.

Leclerc Freres

26 Montmartre St.
QUEBEC



Stock No. 10
 Stock No. 12
 Stock No. 14
 Stock No. 16

Brown Calf Oxford
 Gunmetal Calf Oxford
 Brown Calf Oxford
 Gunmetal Calf Oxford

Andover Last
 Andover Last
 Councillor Last
 Councillor Last

C and D Widths

PRICE

\$4.75

IN-STOCK

ANDOVER and COUNCILLOR

Two lively types of young men's lasts over which are made these four oxfords for delivery from stock.

At a considerable advance in price these oxfords would be real good value—but are remarkable value at the price quoted.

The Talbot Shoe Co., Limited
 St. Thomas - Ontario



A. E. MAROIS, Pres.



ALFRED MAROIS, B. ScA., C. E., Vice-Pres.

For a quarter of a century A. E. Marois Limited have been serving the Canadian Shoe Trade

Length of service combined with quality of goods have served to establish the firm of A. E. Marois Limited as one of the leaders in the shoe trade of Canada. During the twenty-five years of our business life, it has been our constant aim to keep our lines up to the minute in every respect, to give the

greatest value in our power, and to maintain the closest co-operation with our dealers. We hope that some time during the coming season you will give us the opportunity of showing you just what "Marois" service means.

**A
Modern
Daylight
Factory**

**Capacity
5000 prs.**



Style Leaders



Marois Shoes are Style Leaders—not Style Followers. They are the work of master designers and craftsmen who know how to create new ideas that will catch the popular fancy. That is why Marois shoes are known as great sales-getters.

In both men's and women's lines the style element is uppermost—backed up, of course, by quality materials and sound workmanship.



A. E. MAROIS

LIMITED

QUEBEC, - P.Q.

Sample Rooms:

Montreal, 137 McGill, G. H. Hyman, Representative.
Toronto, 29 Church St., H. S. Ringland, Representative.
Winnipeg, Man., 21 Hargrave St., D. S. Johnston, Representative.
Shediac, N.B., A. J. Webster, Representative.



June is Fleet Foot Time

The month of June is the best time for featuring and selling Fleet Foot shoes. That is why every Fleet Foot dealer should make sure:-

- (1) That he has a well balanced assortment of Fleet Foot shoes for men, women and children.
- (2) That selections of his Fleet Foot stock are prominently displayed in the windows.
- (3) That the Fleet Foot cards are featured in his window displays.
- (4) To tell his customers that the name Fleet Foot stamped on the shoe is the guarantee of quality and value, and that they are not Fleet Foot unless the name Fleet Foot is on the shoe.

The billboards and the daily papers throughout Canada are carrying a Fleet Foot message to your customers. This national advertising will help Fleet Foot dealers to bigger business and a quicker turnover of stock.

Dominion Rubber System Limited

Service Branches at:

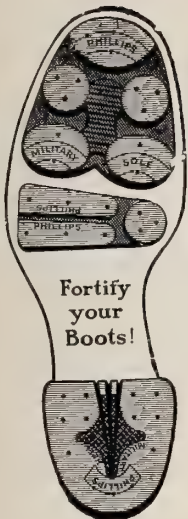
St. John, N.B.
Halifax, N.S.
Montreal, P.Q.
Quebec, P.Q.
Ottawa, Ont.
Toronto, Ont.
Belleville, Ont.

Hamilton, Ont.
Brantford, Ont.
Kitchener, Ont.
London, Ont.
Windsor, Ont.
North Bay, Ont.
Ft. William, Ont.

Winnipeg, Man.
Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.
Lethbridge, Alta.
Edmonton, Alta.
Vancouver, B.C.
Victoria, B.C.

The Sole of Outdoor Canada

Phillips Soles and Heels



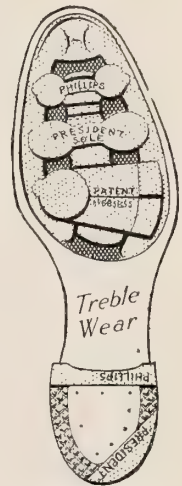
Phillips "Military"

We have large stocks of Phillips soles and heels, including children's sizes, constantly on hand ready for immediate delivery.

The new line shown on the illustration on the right of this page is the "President." This is a light rubber sole invisible when worn, which is light in weight and very durable.

Adapted to requirements of golf, country and town wear.

Phillips soles and heels are sure winners. They sell themselves, and the demand is ever-increasing. Place a trial order with us and you will never be without a full stock afterwards.



Phillips "President"

B. B. Polishes and Dyes

"The Lustre that Lasts"

We are the Quebec distributors for the "Beau Brummel" polishes and dyes manufactured by the National Polish Company, of Toronto. If you are not handling these lines you are losing money.

Let us send you price list and samples.

R. L. BROWN

60 St. Paul St. East

Montreal

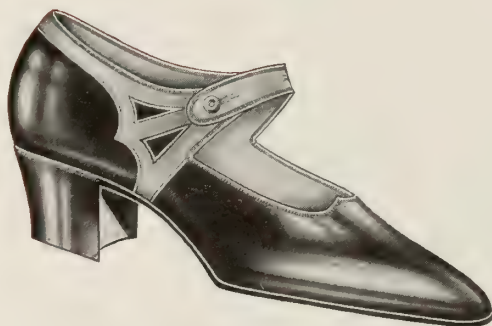
Why the



Leads

The following brief facts speak eloquently of the merits of this new shoe.

Genuine McKay Made.
Clarke's Patent Leather.
Best Quality Grey Suede.
Collar and Strap with
Patent Inlay.
Solid Leather Insoles.
Oak tanned Leather Outsoles.



*Ask us for samples, or our
representative will
gladly call on
you on request.*

CRESCENT
SHOE COMPANY

864 Laurier Avenue East

Montreal

Another Big Success



The Doctor's Nonperspiro Shoe

The Doctor's Nonperspiro Shoe is so called because it is built according to the principles of foot health and comfort laid down by the medical profession.

Its features of design and materials which are unique among this type of shoe have met with the approval of both foot specialists and public.

Ask for samples that you may be able to fully appreciate this shoe.

Tebbutt Shoe & Leather Co.
Limited
Three Rivers, P. Q.

Representative: Gordon S. Weaver, Room 504, 28 Wellington St. W., Toronto

A One-Strap of Striking Beauty



TYPICAL of the entire Daoust, Lalonde line is this exquisite model in strap and tongue effect with strap, collar and cut-outs in contrasting colors. It is one of the most handsome shoes we have ever offered and a sure-fire winner for summer and fall trade.

**Daoust, Lalonde
& Co., Ltd.**

Plant and Showrooms:

45-49 Victoria Sq., Montreal, P. Q.

Branch:

**The Metropolitan Shoe Co.,
49 Victoria Sq.**

Write for Samples



*Men's Calf Oxford, Black or Tan, Square Toe
Single Sole. Also made with Rubber Heel.*

One of Many New
Models we are Offer-
ing for the Coming
Season.

Every One
Stylish, Long-Wear-
ing, Comfortable and
Well Up to Standard.

Have always on hand ready to
ship numerous lines of oxfords
and if you are short, a visit is
solicited.

Dupont & Frere, 301 Aird Ave., Montreal

Maissonneuve

Show Them Our Trade Mark

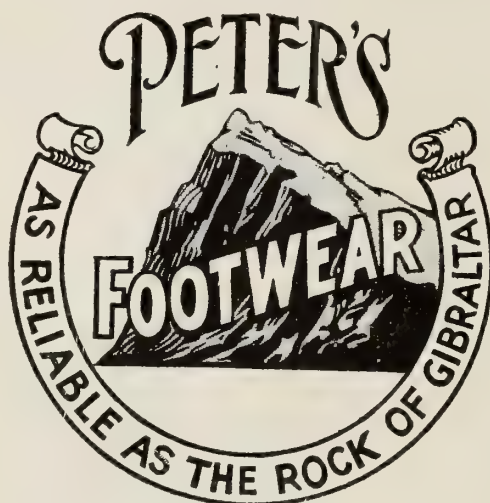
Your Customers Know What it Means

Reliability, long wear and foot-comfort are qualities always present to an unusual degree in footwear bearing Peter's famous Gibraltar Trade Mark.

Dealers who seek to attract the family trade have found it to be a very tangible asset and sales help.

This is because the stamp has long been associated with the best in footwear and guarantees every satisfaction for the customer.

The Stamp of Honest Value



PETER BRAUNSTEIN

MONTREAL

Sample Room and Factory 12 Bleury Street

QUE.

Direct Ontario Representatives:—F. W. Burill, 39 Melgund Ave., OTTAWA
 Western Representative:—James Brown, Suite 6, Section 1, Havelock Court, TORONTO
 Ontario Jobbers:—Pearson Shoe Co. Ltd., 84 - 86 Wellington St. W., TORONTO

Carry in stock Peter's Branded Shoes of every description



THE "MONTMARTRE"

Men's Mahogany Calf Bal. French Toe

one of Tetrault's latest additions to their already extensive range of Lasts.

Retailers of Tetrault shoes never fail to capture the trade of their town.

Tetrault Footwear is always up-to-the-minute in

Style

Distinction

Wear

TETRAULT SHOE MFG. CO., LIMITED

MONTREAL

QUE.

Largest Makers of Boots and Shoes in Canada

Suggestions for Fall 1923 and Spring 1924



Women's Black Kid Oxford. Cushion Turn,
Half Rubber Heel



Men's Patent Vamp Turn Everett Chocolate
Kid Quarters



Black or Chocolate Kid Turn Romeo

We cordially invite all our wholesale
dealer friends to visit us for their
Spring samples.

HECTOR SHOE COMPANY

331 Demontigny St. East, Montreal

Manufacturers of a Full Range of Turn Footwear to Wholesalers only.

Smart Sport Shoes

that will keep up summer sales



Champagne Kid one strap pump. Red Kid Collar, Strap and Saddle. Made in all colors, red, blue, green, purple, etc., and with different lasts and heels—Louis, Spanish, Sport or Low



OUR warm weather sales will remain at a high level if you stock a few lines of these snappy sport shoes and display them prominently. The model shown is proving particularly popular and will act as a tonic to your holiday sales generally.

Inspect these lines at your first opportunity for they are real profit-makers. See them at once.

Gagnon, Lachapelle & Hebert

55 Kent St., Montreal

Makers To The Wholesale Trade Only



Brown Suede 3-Strap Pump (McKay)

Fawn Buck Collar & Straps. Covered full Louis
Spanish 16/8 Heel

This pattern can be made in different shades

Well advised shoe buyers never fail to give Dufresne & Locke's footwear their very special attention.

They are well rewarded, as their lines of shoes mean:

Novelty Superior Material Distinction

Do not fail to see our range before placing, as we have made new selections from the very latest styles exhibited at the New York style show.

DUFRESNE & LOCKE LIMITED

2665 Ontario Street East Montreal, P. Q.

Quick Selling, Profitable Lines

Canadian Stitchdowns are a specialized line in which quality and price combine to make an irresistible appeal. Every number represents careful study of the existing style preference and the result is a line of consistently ready sellers which will build up both prestige and profits for your store.

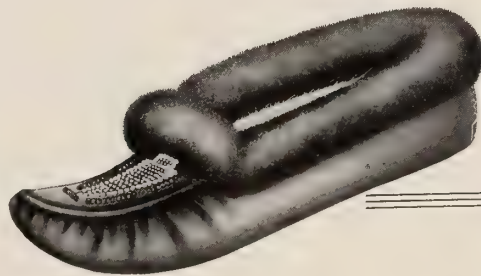
See our latest models for full range of Stitchdown Shoes, Infants' to Men's.

STITCHDOWNS



Boy's Storm Calf Blu., Bull Dog Sole
Leather, Half Rubber Heel.

"Just a Little Better"



MOCCASINS

As the new manufacturers of the famous Hywatha line of moccasin slippers, we are leaving nothing undone to bring them into further prominence. New and popular designs, together with the finest materials and workmanship are employed. You will find them worthy of a prominent place in your stock.

CANADIAN STITCHDOWN COMPANY
287 AIRD AVE., MONTREAL

JOS. TANGUAY, REGD.**34 King Street****Quebec**

Manufacturer of a General
Line of Medium McKays, S.S.,
and a full line of Sporting
Shoes including Hockey, Foot-
ball, Ski, etc.

Winnipeg Representative:
Jas. McGowan, 403 Travellers' Bldg.,

Toronto Representative:
J. F. Bentley, 77 Victoria Street


Routier McKays & S.S.
for Men, Boys and Youths

For a quick-selling, profitable line, see the
Routier shoes now being shown for the com-
ing season. They are all handsome, long-
wearing shoes that stay sold and make friends
for your store. There isn't a sticker in the
bunch. Look them over and place your order
early."

LUC ROUTIER**56 COLOMB, QUEBEC****Box Toes and Counters**

SOLID
LEATHER

FIBRE AND
LEATHER

Famous for Solidity and Wear*Moderate Prices - Write for samples***Lamontagne, Racine & Cie.****115 Arago St. Quebec P. Q.**

The Sportsman's Favorite



This is Canada's favorite hockey shoe—worn and recommended by the leading players in the game. Snug fitting, comfortable and sturdy. Guaranteed to outlast all others. Samples gladly forwarded for your inspection.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC



Black
Brown
Tan

*Order
by name
from
your Jobber*

HUMBERSTONE NON-RIP Reg'd. SANDALS

The most popular
sandals on the
Canadian market

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

Wholesale Only

Why not sell the genuine
Big Chief
Slippers and Moccasins
Made as only
the Indian can make them



Cowhide Moccasins, Special Buck Moccasins, Horse Hide Moccasins, Elk Moccasins, Jack Buck Moccasins, Deer and Elk Mitts and Gloves, Horse Hide Mitts and Gloves, Boudoir Slippers, High Grade Indian Slippers, Also Specializing in Snowshoes. A new-comer—"Special Buck"—a really high class Moccasin.

Bastien Brothers :-: Indian Lorette, Que.

Successors to M. Bastien

Western Office:

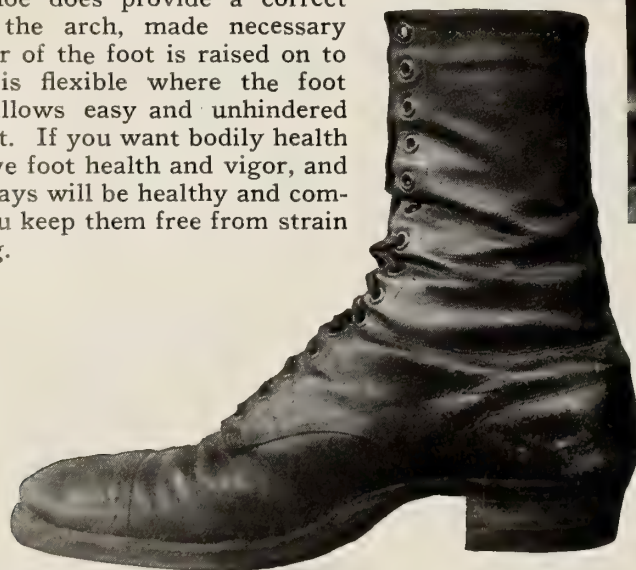
Willis R. Miller, 318 Homer St., Vancouver, B.C. and Hammond Building, Winnipeg, Man.

Sold by all leading jobbers

After 13,000 miles of walking—

SEARCHING for health—on Arch Preserver Shoes—Mr. and Mrs. R. E. Baxter have already travelled 13,000 miles. The shoe illustrated is one of the pair that Mrs. Baxter has worn during all of this walking. Twenty-five million steps—over all kinds of roads—not a single foot ache or pain—not the slightest sagging of the arch. The shank in this old shoe, which has been resoled eight times, is just the same as the day it left our factory.

Never before has there been a better demonstration of the fact that the Arch Preserver Shoe does provide a correct support for the arch, made necessary when the rear of the foot is raised on to a heel—yet is flexible where the foot bends and allows easy and unhindered use of the feet. If you want bodily health you must have foot health and vigor, and your feet always will be healthy and comfortable if you keep them free from strain and cramping.



"KEEPS THE FOOT WELL"
Look for this Trade-Mark on the sole and lining. Styles for all occasions. All widths AAAA to E. There are seven patents embodied in Arch Preserver Shoe construction. These are vested solely with The Selby Shoe Company, Portsmouth, Ohio, for the making of women's and misses' shoes. The Talbot Shoe Co., St. Thomas, Ont., are licensed to make men's Arch Preserver Shoes in Canada.

The Arch Preserver Shoe is not merely a rigid arch shoe. It has several exclusive and patented features. It can not be successfully imitated. No other shoe can offer such perfect foot health and comfort combined with smart, up-to-the-minute styles. Made in wide variety of styles in all leathers in both low cuts and boots.

May we send you the interesting booklet, 263, "The Feet and the Face."

THE SELBY SHOE COMPANY
273 SEVENTH STREET PORTSMOUTH, OHIO

THE

ARCH PRESERVER SHOE



Smart "Classic" Styles for Summer

In Stock Now for Immediate Shipment

Easy to Sell—Everybody Knows Our Quality

NEW CUT
ONE STRAP
McKAY



4021—A new Misses "CLASSIC" Patent one strap, excellent fitter. New G & S process. Imitation Turn. Regular Heel, "D" width only, 11 - 2.

Patent \$2.50

Mahogany, Velour,
and Patent
Oxford



"CLASSIC" all-weather oxfords for Misses are always in demand in leading shoe stores throughout the country. Can be had in a Genuine Goodyear Welt with White stitch to heel, or made on our new G & S McKay process.

Welts, (as illustrated)	
4040—Tan Calf, B, C, D, 11 - 2	\$2.95
4041—Velour Calf B, C, D, 11 - 2	2.95
4047—Patent, B, C, D, 11 - 2	2.95
McKays	
4028—Patent, "D" width, 11 - 2	2.50
4029—Velour Calf, "D", 11 - 2	2.50
4030—Tan Calf, "D", 11 - 2	2.50

DON'T DELAY!
in sending for your
sizes in WHITE
BUCK.



460—A dressy Patent one strap two button for Misses and Girls. Good fitter, Turn sole, White quarter linings.

Patent only	
5 - 7½	\$1.75
8 - 10½	2.15
11 - 2	2.60



8072—A most popular shoe for the growing girl in a one strap, two button. Made on our new G & S process. Imitation Turn, 8/8 Heel, as illustrated in Patent and White Buck. C & D widths, 2½ - 8

8071—Patent	\$3.45
8072—White Buck	3.85

GETTY & SCOTT LIMITED

Makers of Classic Shoes for Women and Children

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses', and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

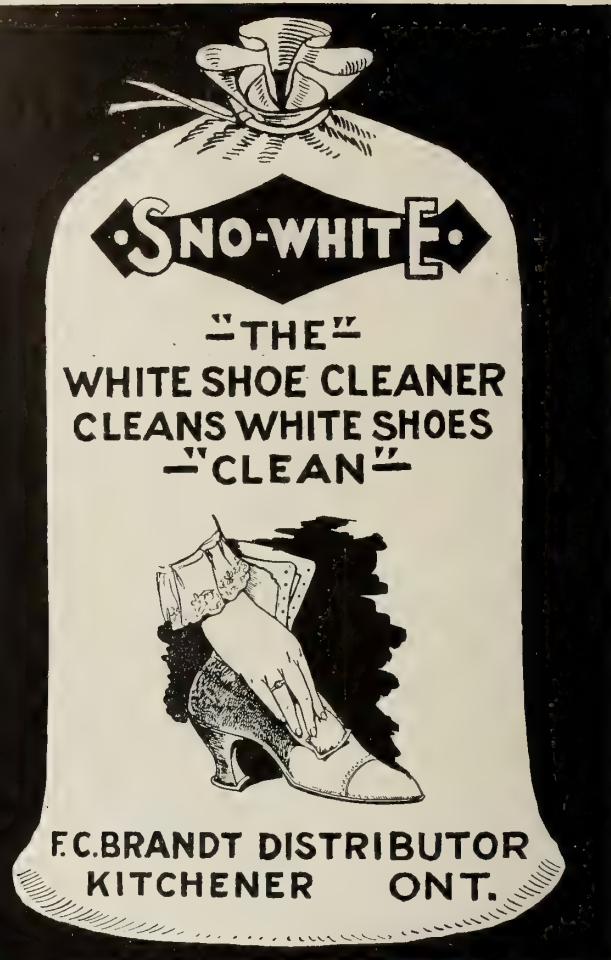
Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

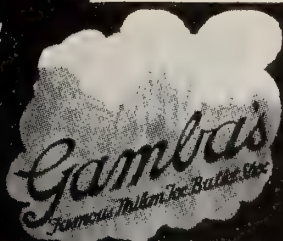
A.L. GAMBA 46 Dean Street,
London W1 & Milan



Agent for Canada:—

A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoo,"
Ox. London



FOR OVER 20 YEARS

Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.

The position of Toe Dancing in England today
is Testimony to their Excellence

A glance will tell you all you need to know

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO



"Footgloves" are rapidly establishing themselves on the Canadian market

THE lively interest which Canadian retailers are taking in "Footgloves" is convincing proof that a market does exist for these distinctive English shoes. Many say they will duplicate the success which they have long enjoyed in the old land. Certainly they will always be popular with the better class trade who demand the finest workmanship, materials and style.

Our representative, Mr. A. J. Machin, 327 King St. East, Hamilton, Ont., will be pleased to give you full details concerning "Footgloves."

Canadian Representative:

A. J. Machin, 327 King St. East, Hamilton, Ont.

John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
ENGLAND





F855—\$3.10



F582—\$1.85



F830—\$3.15



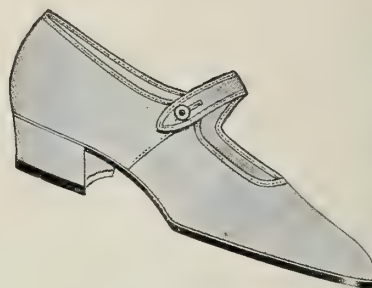
F862—\$3.25



F576—\$1.85



F790—\$2.15



F560—\$1.60



DESCRIPTIONS

- 855 Black Satin Two Button, One Strap, Soutache Braid Trimmed, Imitation turn, 14/8 Junior Louis heel, widths B to D, code "Nice" **\$3.10**
 582 White Canvas Patent Trimmed One Strap, two button, imitation turn, 9/8 heel, widths B to D code "Enid" .. **\$1.85**
 580 Same as above except with 12/8 Cuban heel, code "Thelma" **\$1.85**
 587 White Whipcord One Strap, Two Button, Green Kid Trimmed, Imitation Turn, 9/8 Heel, widths B to D, code "Cannes" **\$2.35**
 589 White Whipcord One Strap, Two Button, Red Kid Trimmed, Imitation Turn, 9/8 Heel, widths B to D code "Reviera" **\$2.35**
 862 Black Satin Two Button One Strap, Suede Trimmed Satin Inlay, Imitation Turn, 14/8 Junior Louis heel, widths B to D, code "Lille" **\$3.25**
 830 Black Satin Two Button, One Strap, suede trimmed, imitation turn, B to D, code "Rainbow" **\$3.15**
 576 White Canvas One Strap, Patent checker board trimmed, imitation turn, 12/8 Cuban heel, widths B to D code "Erato" **\$1.85**
 790 Black Satin One Strap, Orchid lined, 14-8 Louis heel, widths B to D code "Adra" **\$2.15**
 791 As above except with 12/8 Cuban heel, code "Amy" **\$2.15**
 742 Black Satin One Strap, Button, 9/8 Heel, Black Drill lined, imitation turn, widths B to D, code "Inda"
 560 White Canvas One Strap, imitation turn, 9-8 Military heel, widths B to D, code "Dandy" **\$1.60**

No extra charge for single pairs

Volume Sellers

HANNAHSONS Fashionable Fabric novelties are volume sellers—they are priced where you can sell them quickly and in large quantities.

Backed by 12 successful years of experience as fabric footwear manufacturers—with 4 big factories with a daily capacity of 10,000 pairs, HANNAHSONS is making better shoes for less money.

Try a dozen pairs—or sizes—and be convinced that HANNAHSONS Novelties represent the biggest money making opportunity on the market.

HANNAHSONS SHOE CO.

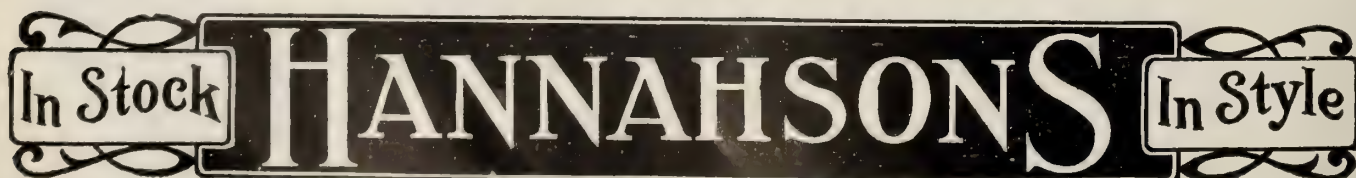
Manufacturers

HAVERHILL, MASS., U.S.A.

CANADIAN REPRESENTATIVES:

A. E. JONES, 153 Peel Street, Room 102, Montreal, P.Q.
 V. A. PEARSALL, 11 Fern Avenue, Toronto, Ont.
 Wm. McLEAN, 4312 Pine Street, Vancouver, B.C.

Send for HANNAHSONS' NEWS



Footwear

in Canada

Member Audit Bureau of Circulations

57 per cent. more net paid circulation;
67 per cent. more paid circulation among
retail shoe dealers and repair shops,
than any other shoe paper in Canada.
See Reports Audit Bureau of Circulations
Subscription records available to prove above

VOLUME XIII

JUNE, 1923

Number 6

IN THIS ISSUE READ

<i>Affiliation of N.S.R.A., with Retail Merchants' Association</i>	63	Landis Machine Co.	100
<i>Are black cats unlucky?</i>	61	La Duchesse Shoe Co.	28
Ackerman & Son, B. F.	29	Lawrence Leather Co.	86
Aird & Son	4	Leclerc Freres	8
Brown, R. L.	13	Levine Leather Co.	97
Bastien Bros.	25	Ludger Duchaine	75
Bertrand & Thibault	32	Kenworthy Bros. of Canada, Ltd.	94
Beardmore & Co.	90	<i>Manufacturers and leather section</i>	77
Bennett Ltd.	92	Marois Ltd., A. E.	10-11
Boston Last Co.	93	McDowell & Lincoln Ltd.	96
Braunstein, Peter	18	Miner Rubber Co.	7
F. C. Brandt	28	New Castle Leather Co.	39
<i>Changed conditions—their effect—and the remedy, by Joseph Daoust</i>	79	<i>One of Montreal's newer downtown repair shops</i>	70
Canadian Stitchdown Co.	23	Oscar Onken Co.	96
Children's Shoe Mfg. Co.	73	<i>Portrait gallery of the Industry</i>	91
Clarke & Co., A. R.	104	Panther Rubber Co.	2
Columbus Rubber Co., Ltd.	1	Paquet Co., Ltd., J. E.	84
Cote, J. A. & M.	3	Parisian Beading Co.	98
Crescent Shoe Co.	14	<i>Quebec city veteran's interesting reminiscences</i>	54
<i>Doesn't it happen every day?</i>	68	<i>Quebec's contribution to the recent organization of the shoe trade</i>	57
Dominion Rubber System	12	<i>Quebec Province leads in the production of Footwear, by R. H. Coats</i>	47
Daoust Lalonde & Co.	16	<i>Question and answer department</i>	72
Dufresne & Locke	22	Robson Leather Co.	82
Dupont & Frere	17	<i>Selling the lady customer</i>	50
<i>Editorial</i>	33	<i>Symposium of the trade</i>	35
<i>"Efficiency" methods that kill initiative lead toward labor degeneracy</i>	87	Samson Angus, Ltd.	5
Edwards & Edwards	99	Samson, Enr., J. E.	25
Everett & Baron	28	Selby Shoe Co.	26
<i>Footwear findings</i>	74	Scott & Co., John	29
<i>Finishing the repair job, by Oliver M. Brooks</i>	71	<i>The problem of figuring costs to safeguard profits</i>	81
Franklin Machine Co.	98	<i>The problems of the shoe retailer as seen by the travelling man, by R. Higgins</i>	65
Fortuna Machine Co.	98	<i>This salesman was up against a tough proposition</i>	67
Gagnon, Lachapelle & Hebert	21	Talbot Shoe Co.	9
Galibert, Paul	78	Tanguay, Jos.	24
Gamba, A. L.	29	Tebbutt Shoe & Leather Co.	15
Getty & Scott Ltd.	27	Tetrault Shoe Mfg.	19
Gattia Percha & Rubber Ltd.	76	Universal Shoe Machinery Ltd.	95
Globe Shoe Co.	102-103	United Last Co.	80
Goulet & Sons, O.	6	United Shoe Machinery Co.	101
<i>Highlights of the Brooklyn show</i>	63	U.S. Hotel	99
Halford Pub. Co.	28	Victor Shoe Machinery	100
Hannahsons Shoe Co.	30	Wilson Process Inc.	88
Hector Shoe Co.	20		
Hinde & Dauche Paper Box Co.	98		
Humberstone Shoe Co.	25		
H. W. Steel Shank & Specialty Co.	96		
<i>Industrial situation and outlook in the Province of Quebec, by R. W. Gould</i>	46		
Lamontagne Racine & Co.	24		
Lue Routier	24		

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO

A great many manufacturers have paid a big price to learn the power of the retail merchant

9
of Foot
and allie
are sold
recommen
of the D
Merc
In the
the Con
he is res



Colonial, Havana Brown Kid,
One Strap. Made in all Leathers



Semi-Colonial Pump, Gun Metal Calf
One Strap. Made in all Leathers

Look These Over, Mr. Jobber

Our line of medium McKays represents wonderful sales opportunities for the wholesale trade. Every number is a striking example of how attractive correct designing and fine workmanship can make a shoe. Yet with all their beauty and quality they appeal to the popular trade for their price is remarkably low.

Investigate the possibilities of our complete line of Women's, Misses' and Children's medium and fine McKays, Little Gents' McKays and S.S. Also Boys' and Youths'.

BERTRAND & THIBAUT

102 Montmagny St.
QUEBEC

*See Our
Samples*



Patent Colt, Suede Trimming, One
Strap, 2 Button. Made in all Leathers

*Write
Today*



With the Editor



Our Province of Quebec Number

Quebec was the birth-place of the Canadian footwear industry. That, in itself, would afford sufficient justification for the publication of a special Province of Quebec Number. But while, in the following pages, there will be found many interesting and enlightening glimpses of the early history of the trade, the aim has been not so much to unfold the story of the past as to set forth the developments of today and the methods by which they have been brought about. The intention is that this number should not only be interesting, but, first of all, useful.

Merchandising methods and ideas form a large part of the editorial contents. Among them the reader will find mighty good receipts for business-building, with a Quebec flavor, perhaps—but then he can make the dressing to suit himself, having the main ingredients before him.

Intermingled are many personal items, breezy, unconventional, intimate—with photographs that have caught some of the captains of the industry in their less conventional moments. Just a little touch of the atmosphere of the romantic province! Sniff it up. It's a sure-fire prescription for optimism and good humour.

What the Sales Tax Changes Involve

It is a little premature, at the time of writing, to discuss the new sales tax provisions, inasmuch as it is only the covering resolutions that have been brought down in the House and not the completed bill. The officials of the government responsible for the interpretation of the Act are not prepared to hand down any rulings until the details have been worked out and presented.

However, the intention of the bill is to replace the present tax of $4\frac{1}{2}$ per cent ($2\frac{1}{4}$ per cent collected from manufacturers and $2\frac{1}{4}$ per cent from wholesalers) and the 6 per cent on goods imported by retailers by a general tax of 6 per cent applied to all manufactured goods whether home or foreign. The resolution reads, in part, "that the existing provisions respecting tax on sales be amended by providing for the imposition of a consumption or sales tax of 6 per centum on the sale price of all goods produced or manufactured in Canada, including the amount of

excise duties when the goods are sold in bond, the tax to be payable by the producer or manufacturer at the time of the sale thereof by him, and of a like tax upon the duty paid value of imported goods, tax to be payable by the importer, or transferee who takes the goods out of bond, at the time when the goods are imported or taken out of warehouse for consumption, ..."

There was a question in the minds of many business people as to whether the tax would apply to raw materials. So far as can be learned, this is not the intention. The six per cent will be levied on all goods that can be regarded as finished products ready for consumption. That is, boots will be taxed, but the leather that goes into them will be tax-free; furniture will be taxed, but not the lumber from which it is manufactured. In many instances, there are materials which can be regarded as finished products or as the raw materials of another industry, according to the use to which they are put. Lumber again, for example, is a raw material as applied to the furniture industry, but will probably be classified as a finished product when used for building purposes. It is doubtful yet how leather sold to the repair trade will be classified. This differentiation of materials will involve some system of licensing, and there are doubtless a number of readjustments which may have to be made when the bill goes into operation.

The New Budget and British Preference

The shoe industry is not greatly affected by any of the provisions of the new budget brought down by Finance Minister Fielding. The reduction of the British Preference by 10 per cent, does not mean of course that the present British Preferential Tariff on shoes will be cut from $17\frac{1}{2}$ to $7\frac{1}{2}$ per cent, but that it will be reduced by one tenth, that is to $15\frac{3}{4}$ per cent. This change has been received without comment, thus far, by the Shoe Manufacturers' Association of Canada.

Whether it is sufficient to cause any appreciable increase in the rate of imports is doubtful. The increasing extent to which British footwear is being displayed and advertised by Canadian shoe retailers has been quite noticeable of late, and the tax reduction, though slight, may result in a further stimulus.

Novel and Interesting Displays by Montreal Retailers

We are all, more or less, under the influence of that lady of uncertain moods, Dame Fashion. Occasionally she makes decrees which do not catch the popular fancy, but generally she captivates the crowd, who do not inquire too closely the why and wherefore of the changes in modes. Sufficient for the general public that these constitute the fashion for the time being. Shoes are no exception to the rule. Fashions in footwear are many; indeed, the manufacturers of women's goods protest that the styles change all too rapidly, and that these unnecessarily increase the cost of shoes.

Some of the shoe fashions have a comparatively long reign, others come and go quickly: it all depends upon public taste,—and this is not easy to gauge. The bull dog toe, for example, had quite a good innings, and the long vamp stayed for a considerable period. They are now discarded and other fashions hold pride of place. The same story is to be told of leathers: the favorites of one season are the dethroned of the next.

A Vogue of Color

The latest and most startling fashion in ladies' shoes this summer come from France, the home of some wonderful creations in novelty footwear. This fashion has no relation to the make of the shoe: it concerns the leather. The lady who desires to be in the mode of the hour will wear shoes made entirely of colored leather, which is being manufactured in a great variety of shades. At first the appearance of ladies' wearing shoes made wholly, say, of green leather, attracted some attention, but the public soon get accustomed to a departure from the conventional and the novelty wears off.

Many of these shoes are made from "Empire" glaze kid, tanned and dyed by Mr. Paul Galibert, of Montreal, well known as pioneer of the glazed kid industry in Canada. The firm is the largest producer of this leather in the Dominion, Their factory having a capacity of 500 dozen skins a day. The trade is indebted to Mr. Paul Galibert not only for introducing a new industry to Canada, but for developing better methods of manufacture and raising the standard in fine leather products.

Attention-getting Displays

Retailers who cater to the novelty trade are showing the latest lines of goods made from these colored leathers. In Montreal, George G. Gales, of St. Catherine Street West, and T. Dussault, of St. Catherine Street East, recently had two fine displays of these shoes and of "Empire" leather skins. Naturally they attracted much attention. Mr. Gales' display was the larger of the two, an entire window being set aside for the purpose. The shoes, made in a great range of colors, were shown on stands draped with skins of the same color as the footwear. Straps and cut-out oxford effects were featured all of which were Canadian-made. These displays showed to advantage the beautiful finish of the leathers, the vivid coloring standing out by reason of the contrast with some white goods on display in the same window.

At Mr. Dussault's store, shoes in three kinds of fancy leathers were on view,—blue, green and red, with the green shoes displayed on a skin of the same color. These gave a very bright appearance to the

window trim, as they were staged in the centre of the window, and were set among a number of shoes made of less conspicuous leathers. Mr. Dussault stated that ladies' shoes with Spanish heels and medium toes were the best sellers.

The Versatile Training of a Montreal Shoeman

P. C. Price, Montreal retailer, has had experience in the manufacturing, repairing and retailers' sections of the shoe trade. In 1897 he was with J. A. Wiggett & Company, Sherbrooke, P.Q., retailers, and from there went to Brockton, Mass., and worked in the manufacturing end, in the making room for nine years. He was employed in the factories of Geo. E. Keith & Co., W. L. Douglas, C. E. Eaton & Company, and the Ralston Health Shoe Co.

Mr. Price moved to Montreal in the Fall of 1908 and joined up with Geo. A. Slater Ltd., Maisonneuve, also being employed in the Invictus



P. C. Price, Montreal

retail store on St. James Street, Montreal. After that he was appointed assistant foreman of the making room of the Slater Shoe.

In the Spring of 1914 he went into business as the Progressive Shoe Repair Store at 797 St. Catherine Street West, employing as many as eight men. Two years later he sold the business, afterwards opening a repair store at 98 Laurier Ave. West. Subsequently he converted the store into a shoe retailer's store, and in the Spring of 1922 removed his business to the present location.

Be Accommodating

Many customers would appreciate a place to check parcels, wraps, umbrellas, and other impedimenta. The shoe merchant often takes charge of such things but makes no effort to increase his accommodation by offering the service, instead of waiting to be asked for it.

A merchant in an eastern county advertises this service to his out-of-town customers and finds it brings him much business. People who are placed under obligation often feel that they should return the merchant something for his kindness—and they buy.

A Symposium of the Trade With a Foreword by the Editor

**Discussing Merchandising Methods and Ideas that Have Been Used
by Some of the Most Successful Merchants in Quebec Province**

"Footwear-in-Canada" is essentially a retailers' paper, so that no apology need be made for devoting the leading editorial feature of this issue to a consideration of the general subject of this symposium, —Merchandising Methods.

It may occur to some to wonder why we deal with retail selling methods which pay in the **Province of Quebec** particularly. They may experience a fleeting mental impression that retail selling methods which pay in the Province of Quebec would pay in any other part of the Dominion, and that provincial discrimination in this manner is illogical. Our reply is that this is a Province-of-Quebec Number published primarily in the behalf of a territory whose environment and temperament are distinctly Latin in flavor, and whose French-speaking people, according to the Provincial Bureau of Statistics, number 1,889,090, out of 2,361,194,—about eighty per cent. In Quebec, the popular, if not the governing, element is French, hence one must concede the fact that the inevitable differences of life and custom which exist between the people of Quebec and those of Anglo-Saxon origin must give rise to problems

peculiar to this field. The matter of language alone need be cited.

One might naturally expect that more marked differences would exist between the merchandising methods of Quebec Province and other parts of Canada than are revealed by our symposium. Where there is a definite cleavage in racial origin one generally finds all the outward indications of disassociated general principles of doing business. One need only compare the shops of London and Paris to illustrate the point. It is a matter of temperament and susceptibility.

Unifying Effect of Canadian Spirit

But racial and temperamental variations in Canada, apparently, only go to show the unifying effect of the Canadian spirit. It is the same in business as in other things. The trade of the country is held together by ideals common to the spirit of the country—the spirit of enterprise, optimism, and, above all, square dealing. This is at it should be, and as those who have the best interests of the country at heart would have it be.

As a matter of fact the discussion reveals nothing



One of the most attractive stores on St. Catherine St. East, Montreal, is that of T. Dussault. Great attention is given to the windows



This view shows the roomy and well-arranged interior of T. Dussault's store

to which the average retailer of Toronto, Winnipeg, or Vancouver would not subscribe readily. It shows us that sound merchandising practice in Quebec and all other parts of Canada have common factors. It tells us nothing which we can turn over in our own minds and say that that might hold good in the Province of Quebec, but not in any other part of the Dominion. So it is, then, that this symposium of the Quebec trade will have a wider application and value. If it proves the means of easing the burden of **one** retailer by directing him to more profitable paths of enterprise, it will have served its purpose.

To attempt anything like a running comment of the views advanced might prove a little tiresome. Each viewpoint is epitomized in a small sub-heading under the name of the retailer, an arrangement which facilitates a rapid review of the whole feature.

"Grains of Wheat"

The following epigrammatic utterances are selected at random from the various contributions. We leave it to the reader to trace them to their origin:

"Many a customer who comes into the store for a tin of polish goes out with a pair of shoes."

"Service without profit will not pay the rent."

"Good work with a fair profit gives more satisfaction and pays better in the long run than cheap work with a proportionately larger profit."

"Success in retail practice depends largely upon an independent study of local conditions."

"Honest merchandising is the foundation of success."

"The bonus system creates ambition and develops initiative."

"It is possible to be too 'easy.' In all business

there must be a limit to the policy of generous adjustments."

"The main element of success depends upon concentrating one's energy and working capital in pushing a few really good lines."

"As a retailer we are a public servant claiming our right to serve through the measure of service we render. The type of service we render is what we would expect to receive were we buying."

"In the publicity we use in the large daily papers, we aim at making an instantaneous impression upon the mind of the reader."

"The first loss is always the smallest. Take that loss."

T. Dussault, Montreal

*Work and Economy the Watchwords,
Backed by Honest Representation of Goods*

"The principles upon which this store is conducted may be stated very briefly. They are contained largely in the words Work and Economy. Our business is a high-class trade in the eastern part of the City of Montreal. We have a large staff of trained clerks and do very little advertising. We make our windows and show cases of capital importance and devote great care to their trimming. The window is the soul of the store.

"We believe that merchandising success is bound up largely in the honest representation of goods according to their actual value. In our trade we find it pays to push novelty and fancy goods."

Aime de Montigny, Montreal

A Brief Statement of Principles which Have Established the Prosperity of the De Montigny Store

"Quality, service and courtesy are the three essentials. Ours is a first-class trade, and we specialize in quality, backed by courtesy and service."

"As a means of attracting trade, we believe that a good window constitutes the best advertising. Newspaper advertising is only good if accompanied by price lists. The dressing and trim of the windows are a reflex of the goods handled and the service offered."

"Novelty goods call for the judgment and ability of an experienced buyer capable of selecting those patterns which will appeal to the particular trade of his store."

"As a stimulus to sales, we advocate the bonus system, and can show results to prove it."

Surpass Shoe Company, Limited Montreal and Quebec

Courtesy Greatest Asset—Extend Ser- vice which Would Please You if You Were Buying

"We are here as a retailer to serve the public to the best of our ability; in other words, we are a public servant, claiming our right to serve through the measure of service we render. Our price policy is set at \$6, \$8 and \$10, and we endeavour to sell the

best shoes at these prices we possibly can. The actual value given to the public is regulated by the efficiency of operation, that is the controlling of overhead and the securing of a fast turn-over. We endeavour to make a profit on all shoes that we sell but at all times to sell shoes that are right, and which we know will give our customer a return for the money invested."

"In retailing today possibly the biggest asset a store has is the courtesy and attention shown by its salespeople to the customers in the store. The building of our business really depends on the type of men selling our shoes. We are therefore extremely careful that the type of service that we render is what we would expect to receive if we were buying."

"We pay particular attention to closing out the broken sizes on all lines. It is in the last few pairs left of any style that the actual net profit of this or any business lies."

E. Sansfacon, Montreal

A French Store with a History of a Quarter of a Century, now Owning Four Bran- ches—Buys and Sells for Cash

Mr. Sansfacon is one of the pioneers of the retail shoe business in Montreal and still occupies the store he opened a quarter of a century ago. So sound have been his business principles that today he owns four branches.

In this business cash purchases and cash sales are listed high in the secrets of successful retailing, for the reason that cash purchases mean discounts and other advantages and that cash sales mean no bad debts.

Little newspaper advertising is done: the windows



Entrance foyer of Surpass Shoe Store Montreal, showing Hosiery and Findings Section

are the advertising medium.

The best trade being with staple lines, bargain sales are a negligible factor.

During his long experience in the trade, Mr. Sansfacon has acquired an intimate knowledge of his customers' requirements. Many lines are manufactured especially for him and are sold on strictly quality basis.

Mr. Sansfacon is so confident of the merits of the general policy he has followed for so many years that he expresses the hope that when he retires from business next year his successor will follow in the same path.

F. Therrien, Montreal

A Statement Expressive of the Belief that Trade Can be Stimulated by Stocking Lines of Seasonable Novelties

"It is obvious that the class of goods to be carried by a retailer must depend upon the location of his store and the needs of the buying public in the district. Some retailers will find a market for staple lines only; others will obtain a sale for novelties. As far as my business is concerned, my experience has been that trade can be stimulated by stocking some novelty footwear. These lines should be bought in small quantities and featured in the window displays in order to secure a quick turnover. Of course, the great bulk of the stock will be staple goods, for the family, which, after all, is the mainstay of a business. I am a strong believer in changing the window each week, and also of having an attractive interior. Occasional novel window displays are of great value in drawing attention to the store. They not only promote the sale of the goods shown, but lead to the expansion of trade in other directions."

J. A. Cole, Montreal

Manager of Montreal Store of R. Dack & Sons Pins His Faith to Window Displays and Local Advertising

"In my opinion, window displays form one of the most important parts of shoe merchandising. Ideas, of course, differ as to the form the displays should take, but in our case we lay emphasis on putting the stock number and the price on each pair of shoes. On inspecting a display a man generally picks out a shoe that is to his liking. This, in itself, is an influence favorable to a sale. The stock number enables him at once to identify the shoe he likes, and he is also in possession of the price. We watch our windows closely with a view to ascertaining their pulling power. We do not believe in showing a large number of shoes, because this involves over-crowding, which is confusing to the public, and does not allow of the best trim. Personally, I am against large price tickets. They take up too much space, and do not leave sufficient room for display. Always place your goods in such a way that the light falls on them.

"Local advertising, in our view, is indispensable, if you want to maintain and extend your business. Our policy is to advertise our different lines, and to illustrate the styles so advertised. For instance, one day we will advertise our Devon shoe, with cuts to illustrate it; another day our Broker's shoe, and so on. These cuts give the public an idea of the style. If one is advertising cheap shoes, feature price; if you are advertising \$12 or \$14 shoes, feature quality,—and prove to the public that you have that quality.

"I am not a believer in the bonus system. There is always the incentive for a salesman to attempt to



F. Therrien's store, 247 Laurier Ave. West, Montreal. A particularly attractive display staged for the "Footwear" photographer. Many novelty lines are shown



In Quebec City, as in Montreal, the Surpass Shoe Co., provide a most attractive setting for the sale of their merchandise

serve as many customers as he can, with the result that there is a risk of inattention, poor service and mis-fits,—with an ultimate reaction on the business. It is far better to pay a good salary to a good man and obtain satisfactory results.

"Get the salesmen together, and have sales talks. Ask for and welcome suggestions on any point, discuss your problems, and certain benefit will follow."

George G. Gales, Montreal

The Ex-President of the National Shoe Retailers' Association of Canada Stresses the Value and Profit of Sidelines

In the opinion of Mr. Gales, many retailers are not alive to the opportunities afforded by the sale of side lines—"unconsidered trifles," as they are regarded by some. Shoe stores, he holds, are the logical places where such goods should be sold. Not only are they profitable in themselves, but they are the means of increasing the volume of trade in shoes. Many a customer who comes into the store for a tin of polish goes out with a pair of shoes. The Findings Department has proved its value over and over again,—not alone in giving service to customers, but in adding substantially to the business of the store. Service without profit will not pay the rent.

In his own case, Mr. Gales aims to have a complete shoe store—a hosiery department, repair department, findings of every description, even to the dyeing of shoes and stockings. While this completeness is not possible in all stores, he points out that every retailer can put in a stock of findings—and show them in an attractive way. "Don't hide them," says Mr. Gales. "Let the public know that you keep these goods, and that there is no necessity to purchase them

from a store which has no connection with the shoe trade. See that the various lines are well arranged. Don't have to reach down in some concealed drawer when you are asked for, say, a pair of laces, or a tin of polish. A retailer need not buy in very large quantities. One can easily re-stock. But a variety should be kept, depending upon the class of trade done. To obtain the maximum profit from side lines, it is absolutely essential that they be given the same attention as any other goods, and not relegated to some corner, as if they were of little or no account. They are only really profitable when intelligently handled,—and then they spell increased revenue both in themselves and from the sale of shoes."

I. Reeves, St Hyacinthe

Believes Success Dependent Largely Upon an Intelligent Study of Local Conditions and Class of Customers Catered to

"In my opinion success in retail practice depends largely upon an independent study of local conditions. Here, in St. Hyacinthe, we have rather a peculiar situation arising out of the fact that local workers derive their best wages from the shoe factories. For this reason we have found it best not to show any price tags in our windows. We sell only high-class goods and practically monopolise that class of trade, ours being the only store handling exclusively high-priced shoes. We have our own regular customers, and the casual trade we count on reaching via the window, which we make as attractive as possible and believe in changing twice a week."

F. X. LaSalle, Montreal

Attractive Windows Displaying Shoes Marked at the Right Price Defined as the Main Factor of Success

"In this store we trade largely in good quality shoes for men, women, and children. Our main store is situated on Rachel Street, Montreal, and we have just opened our third branch on St. Catherine Street West; thus we have stores at the four corners of the city and are enabled to reach out for more business all the time. The extension of our trade in this manner has given us greater purchasing power and has enabled us to operate upon a more economical basis proportionately.

"We put on no bargain sales, but we have a special system of reduced prices to dispose of broken lines of goods hanging fire.

"We believe strongly in effective advertising, a natural assertion in view of the fact that for ten years Mr. C. R. LaSalle was Circulation Manager of 'La Presse,' the leading local French daily.

"We consider that the main factor of success in shoe retailing consists in attractive windows displaying shoes at the right price.

"We pay a straight salary to clerks and no commission, although we allow a bonus on broken lines. The relations obtaining between the management and the clerks are the best. Periodically Mr. LaSalle entertains the staff at his home where views are exchanged and friendly constructive argument is encouraged.

R. H. Warwick, Montreal

Manager of the Shoe Department of Goodwins, Limited, Discusses the Question of Adjusting Customer's Claims

How far should a store go in making adjustments to customers?

"That depends," says Mr. Warwick, "upon circumstances. You cannot draw a hard and fast line.

"Some retailers adopt the policy of assuming that the customer is always right. This has become so fixed in the minds of many purchasers that they are apt to make unjustifiable claims. It is possible to be too easy. In all business there must be a limit to the policy of generous adjustments. Of course, one is always desirous of meeting a customer and of holding trade, but there are occasions on which it is imperative to take a stand. Retailers need not be reminded of the unfair claims which are made at times; and while each case must be judged on its merits, there has been a tendency to make adjustments which were, to say the least, unreasonable. I question whether the trade of this class of customer is, in the end, worth very much."

Discussing the shoe business from the departmental aspect, Mr. Warwick points out that it differs in some respects from that of the ordinary retailer. The policy of running sales and a regular department is a difficult one. That of Goodwins, Limited, is to get away from operating both in one section, and to run the shoe department much on the ordinary lines, giving the utmost service and the best

goods that can be obtained for the price. Of course, there are occasions when sales are necessary, but one may well question whether this has not been overdone.

Referring to the co-operation of the factories in meeting the recent situation in the shoe trade, Mr. Warwick speaks of the increasing appreciation of the Canadian shoe by the public. There were times when the Canadian public were sceptical as to the merits of the domestic shoe; but those are past, thanks to the improvement made in the goods. To-day the popularity of the American shoe has waned, because of the advance made in the Canadian shoe, and there is no longer the call for the imported article.

S. & A. Mendelsohn, Limited, Montreal

Another Viewpoint—Satisfy the Customer even if you Lose once in while. Money Back Saves Time and Prevents Headache

"We believe that a basic principle underlying success in the shoe business is to treat the customer liberally. Occasionally a customer may get the better of you; but it is just such exceptions which go to establish principles; moreover, the success of all policies depends upon a sane and intelligent administration. Whatever the policy of the retailer, we must never lose sight of the fact that the business provides the bacon.

"Our policy in this respect may be stated in five words, 'Your money back if dissatisfied.' If a customer develops a grouch after we have done our level best to sell him the right shoe at the right price, we give him his money back. We believe this to be a good business policy, and it saves a lot of headache. Where shoes have been worn, we send them back to the factory for examination before making the adjustment.

"We expect your discussion will bring out something about novelties. We sell them almost exclusively—in fact, during the last two months we have had more orders for special shoes than during the whole of the previous twelve years' period we have been in business. This will provide food for thought."

Dupuis Freres, Montreal

The Policy of a Shoe Department which has Made Consistent Progress for Twenty-five Years

"To make a success of the shoe department of the general store, the turnover must be as frequent as possible. This is a detail that should be watched with the greatest care. The amount of stock carried must be gauged to admit the purchase of new goods as they appear on the market.

"In the Dupuis store we make the customer the first consideration. Uniform courtesy is encouraged and money refunded upon request. Helpful sales talks are delivered to the clerks whenever possible. Needless to say, window dressing receives special

Two Points of Shoe Merchandising Interest in Montreal



Many a big day's selling of shoes has been carried out here—the shoe department of Dupuis Freres, Montreal



Interior view of the premises of S. & A. Mendelsohn, Ltd., 257 St. Catherine St. West, Montreal. Note the extensive seating accommodation. Shoe findings section and cashier's desk are at the rear

attention, while the inside display tables are changed daily, and every day sees the offering of some special bargain line. Bargain sales are one of the most important factors in the shoe trade of a departmental store. In novelty goods they are a factor of outstanding importance.

"In the publicity we use in the large daily papers we aim at making an instantaneous impression upon the mind of the reader. Our advertising is not confined to newspapers. It is supplemented by moving pictures and by series of letters of a personal character. All our clerks are required to speak both languages. Interest in their work is stimulated by periodical competition contests.

"As a closing word it may be of interest to say that the store of Dupuis Freres, Limited, was established fifty-five years ago and that our shoe department has been running for a quarter of a century."

J. Robinson, Montreal

Points to Profit to be Made by a Hosiery Department Prominently Displayed and Tactfully Introduced

"In these days of close competition, shoe retailers cannot afford to disregard any legitimate lines of accessories which afford a reasonable prospect of adding to the revenue. I look upon a hosiery department as most valuable, not only from the point of profit, but as affording a convenience to customers, and consequently of holding business. It is not

enough to keep hosiery—it must be prominently displayed, and brought personally to the attention of customers. I prominently exhibit stockings alongside of shoes to match the various colors, and also display the hosiery, with the proper shoes in the window. Customers appreciate the fact that they can procure shoes and suitable hosiery in the same store, and I have found the department a source of profit. I want to emphasize the point that many sales of hosiery and shoe findings can be made by a tactful suggestion that such are stocked and an enquiry as to whether any are required. Display your goods prominently, but don't overlook the fact that customers are apt to miss the exhibits, and that after all, a reminder is the best method of selling stock."

P. C. Price, Montreal

Discusses the Advantages of a Shoe Repairing Department: A Convenience for Regular Customers and an Inlet for New Ones

"Properly conducted, a shoe-repairing department should, in many cases, go a long way to pay the rent of a store. Such a department has two main advantages. First of all, there is the profit to be derived from the actual work, and then there is the fact that it brings and retains business. For instance, when a customer buys a new pair of shoes, the chances are that the old pair need repairing. A tactful suggestion that you have a repair department and that



J. Robinson, Montreal, makes his displays friendly and inviting. Hosiery, as will be noted, occupies a prominent place



The handsome displays which characterize the windows of Wm. H. Mack, 344 Bleury St., Montreal, are carried out by G. J. Ree. As will be noted comparatively few shoes are featured and panels have been used to form a striking and artistic background

you will be glad to do the necessary work to the old shoes, will generally result in that work being entrusted to you. On the other hand, people who come with their repairs will sometimes buy new goods. All retailers are anxious to get people into their stores, for this means opportunities for trade. Further, some customers prefer to patronize a store where they can obtain new goods and also get their repairs done.

"I have found that good work with a fair profit gives more satisfaction and pays better in the long run than cheap work with a proportionately larger profit. There is a saving in the initial outlay when the latter is done, but the reputation of the retailer who does the work suffers, and for that reason it is better to insist on doing a good job and getting your price for it."

Eug. Corbeil, Montreal

Don't let your Goods Hang Fire—First Loss Always the Smallest

"Where novelty shoes are the big feature, as in the case of this store, the window is the big factor. A well-dressed, attractive window amply repays all the care and time expended upon it. Novelty shoes then sell themselves and no other advertising is required.

"A well-defined system of buying is essential. My policy is not to stock up more than six weeks ahead. In this way the goods which move slowly are kept at a minimum. I believe that if a retailer gets held up by a line, the best way is to sell it at any price. I subscribe to the maxim, 'The first loss is always the smallest.' Take that loss. A new line will show

whether it is going to sell as soon as it is put on, and if it doesn't go well the only thing to do is cut the price.

"My policy is never to advertise bargain sales. Shoes priced at special figures are shown and disposed of in the same way as the regular lines.

"Clerks are paid a straight salary, my opinion being that no commission or bonus arrangement of a satisfactory character has yet been devised."

J. T. Lemire, Montreal

Style and Quality Dominating Principles of a Business which Caters to an Exclusive Trade in the French Section

"Our Specialty is style and quality. We have an exclusive trade distributed throughout all parts of the city of Montreal.

"Thirty years' experience in the shoe trade leads me to suggest that the main element of success in this business depends upon the consideration of concentrating one's energy and in pushing a few really good lines. Our trade is confined to high-class shoes for men and women. We make a study of our customers' tastes and sell our stock carefully. Wherever possible we purchase by quantity in order to obtain discount. We advertise our stock by means of window displays supplemented by large newspaper and also by French magazines.

"Novelty goods are a profitable branch of our trade. We never have bargain sales, as we have a system of our own for pushing goods which are not moving. Quality is a paramount consideration with

the trade to which we cater. We employ only experienced clerks and pay them a straight salary without any bonus or commission."

F. J. Argall, Three Rivers

Argall Policy is to Impress Customer with Value of Goods, Treat him Well and Send him away Satisfied

"First and foremost I believe in giving the customer value for his money. Honest merchandising, in my opinion, is the foundation of success in the retail business.

"Given the right kind of goods to handle, I would place courtesy next in importance—a courtesy extended impartially to all classes of customers,—a courtesy which finds practical expression in always giving the customer the benefit of the doubt in the readjustment of purchases.

"Of course, I believe in attractive windows. I am not in favor of price tickets, as I prefer to sell the shoes on the quality of the leather and the class of workmanship. Perhaps as a means of attracting attention price tickets may be placed to advantage on low-priced shoes.

"I am in favor of giving bonuses because the bonus system creates ambition and develops initiative. I started in to give this system a try-out three years ago and am more than satisfied. I pay my clerks their bonus monthly and avail myself of the occasion to hold a little constructive conference with them.

"In addition to my son, H. W. Argall, who is assistant manager, I have with me five clerks one of whom has been with me fourteen years and another eight years. None of these has ever had to ask for an increase of salary. A wise employer values a good employee when he finds one and makes it worth his while to stay there.

"I subscribe to intelligent advertising,—well written, effective local advertising and anything that can be devised in the way of novel displays.

"Bargain sales do not appeal to me. I prefer a table or small department reserved the year around for the display of special lines.

"When I went into the retail shoe business in 1906 I had no practical knowledge of footwear. True, I had sixteen years' experience as a salesman traveling from coast to coast,—which means something, but I had everything to learn about the shoe trade, and the policy I have followed, as outlined for "Footwear-in-Canada," has brought me a fair measure of success."

J. O. Gareau, Limited, Montreal

Good Buying the Problem—Buy Right and at Right Time—Points of a Good Selling Shoe

"In this store we specialize on women's and children's lines. Quality is featured, particularly in the children's lines, our experience being that wear and quality are more a consideration with parents than price.

"Novelty and high-class shoes are not good lines for the departmental store. It is much better to feature good quality staple lines. To command a good sale a shoe must be attractive in appearance, possess quality, and yet sell at a reasonable price. Buying is the problem. Goods must be bought right and at the right time. In our business, gaiters, rubbers, felt goods, and other accessories are always in demand. We never lose sight of making a permanent and attractive display in our windows. Bargain sales are an adjunct to trade in providing an outlet for slow-moving lines and fashions which are going out of date. Our advice to the trade is to steer clear of novelties."

A Joke With a Kick—and a Moral

There were two Montreal salesmen—chums for years—one for a thread house and the other for a machinery company, who were both fond of practical jokes.

One day the thread salesman called upon his friend, who handed him a cigar.

"Have a smoke on me!", he said.

The other replied, "Haven't time now,—smoke it later!", and went his way on the double to call upon the buyer for a large shoe factory who was purchasing stock for a new plant, and from whom he obtained an unexpectedly large order.

To show his pleasure at receiving the order, the thread man, a grateful soul, passed on to the buyer the cigar given him by his friend.

The buyer was pleased, accepted the cigar pleasantly, lit it, shook hands with the salesman, and bade him goodbye.

No sooner had the salesman closed the door

than a loud report from the interior froze him in his tracks.

Recovering his presence of mind, he returned to the door and opened it,—to find that the man from whom he had obtained the order was jumping around in a frantic endeavour to have his papers from ruin. The cigar, a loaded one, had "gone off,"—and had made a thorough job of its work!

One agonized glance at the situation and the thread salesman rushed out to hunt up his friend the machine man. The hour it took to find him seemed an eternity, in which all hope of salvation passed away.

Finally the two connected, and both returned to the buyer.

Fortunately the buyer was a good sport and helped them out by laughing at the joke.

But the lesson held good.

A Three Rivers Store that has a Reputation for Live Merchandising



An interior view of F. J. Argall's store. Business-like, neat, and efficiently laid out, it makes an immediate appeal to the average customer.

Argall's windows are always interesting. Children's footwear is frequently featured, as in the attractive display illustrated.



Industrial Situation and Outlook in the Province of Quebec

By R. W. GOULD

Secretary, Quebec Section Canadian Manufacturers' Association

So much has been said of the soundness and sanity of the people of the Province of Quebec that it has come to sound akin to a platitude. Despite all that is said of sanity of action and soundness of business operations, let no man in any other province of Canada become possessed of the idea that when there is stress of weather in business circles Quebec is not having her troubles like her sister provinces.

Quebec Faces Same Conditions as Beset Other Provinces

By this I do not wish to leave the impression that Quebec is discouraged with the difficult experiences through which she has passed. She is not. Nevertheless, there are those who become bored when they are constantly told, "Oh, living in the province of Quebec, you don't suffer from business depressions as we do."

Readers of fiction delight in the character who suffers in silence. In the business world, however, small sympathy is shown those who suffer in silence; and so Quebec wishes it to be known that if she has emerged from the difficult conditions which have beset all Canadian provinces, she has her own industry, determination and hard work to thank for it. Her task has not been any easier than that of any other province.

Now as to present conditions: What sort of business horizon presents itself to the province of Quebec as she peers before her into the future? Is it rosy, with tints of the promise of a better day in business circles, or do clouds still lower on the skyline?

Complete Recuperation Takes Time

"We'll be a couple more years making up for the depression through which we have just passed," was the statement made to me a few days ago by a gentleman in Montreal who ranks as an important manufacturer, a jobber of considerable figure in the community, a man close to the farming communities, and a student of labor conditions. Of all the men I know in Quebec, this man I hold as most competent to judge in a practical way, without resort to charts and statistics.

While Quebec was holding a stiff upper lip and presenting a smiling exterior appearance to the business world twelve months ago, few outsiders knew that she was fighting one of the biggest business battles she ever engaged in. Her crop was practically a failure, manufacturing was on the decline, and there was little encouragement in the outlook. She hitched her belt one notch tighter and, bending her back resolutely, 'bucked the line' and held on. With the tenacity of her British blood, coupled with the dash and spirit of her French forefathers, she came through the test; not unscathed, but with her business reputation intact and her honor unsullied,

Prospects Continue to Brighten

Today the Province of Quebec faces a brighter prospect than for several years. Many of the old scars of that testing-time have yet to be fully healed; many of the old ills are not completely corrected; but she has been a follower of Coué in her "ça passe; ça passe."

I do not speak, nor would I attempt to speak, with any degree of special knowledge or authority



R. W. Gould

as to the outlook in the boot and shoe industry. That is prophecy. But I will say that, so far as past history is concerned, the boot and shoe industry of this province during the last two years has been tested as has no other industry in the province; and while shaken to its very foundations by the seas of business adversity which have swept over it, its foundations were safe and secure and it maintained its position, turned the corner, and today looks forward to the future with a confidence born of experience.

Big Crop Anticipated

Let us leave industry for a moment and turn to agriculture. In the office of the Minister of Agriculture at Quebec, you will find a genial, smiling little gentleman, Hon. J. E. Caron, who looks upon the agricultural future of Quebec with the greatest optimism. Agriculture and industry were sisters in adversity during the last two years in Quebec. Now

both are returning to normal. The outlook this spring in Quebec is for a splendid crop. The habitant bestirred himself early; and, although the spring was disappointing, the outlook is improved now, and it is the consensus of opinion that all other things being equal—and given anything like a normal season—the crop will be good.

Labor conditions throughout the province are quiet. Every union is at work, and the workers are turning to with a will in the majority of instances, doing their share in bringing about a reversal of the conditions which the province suffered during the last two years.

Export Trade Reviving

In manufacturing lines, one of the bright spots is a steady revival of export trade. Every day enquiries come in for customs duties, and consular regulations for China, Japan, France and almost every country

under the sun, so that it is apparent that Canada is getting her share of export and is competing in the markets of the world.

There are disappointing streaks in the domestic market. Unseasonable weather this spring had a deteriorating effect upon seasonal trades. Much business was lost in some of these lines owing to weather conditions; and added to this the autumn of 1922 was not favorable for this kind of business. Nevertheless, on the whole, conditions are promising, and idle manufacturing plants are the exception, while not a few are working two shifts.

The business men of the province of Quebec do not expect that business conditions will be made new over-night. They are satisfied with their share of improved conditions. The business sentry on guard in the Province of Quebec reports "All's well" and the password is "Optimism."

Quebec Province Leads in the Production of Footwear

Output of Province of Quebec Sixty Per Cent. of Canada's Total, as Shown by Comparative Returns of the Industry for 1921 Compiled for "Footwear-in-Canada"

By R. H. COATS,
Dominion Statistician

The official statistics of the boot and shoe industry in Canada, prepared by the Dominion Bureau of Statistics, indicate that the leading place is held by the Province of Quebec in the manufacture of leather footwear. Within the borders of this province are located ninety-eight of the one hundred and seventy-seven factories in operation during 1921.

The capacity of Canada's factories exceeds fifteen million pairs of shoes, and the output of 8,664,489 pairs in the Province of Quebec in 1921 was valued at \$26,309,552, out of a total for Canada of \$44,665,381. The table on employees' salaries and wages shown below credits this province with 62 per cent. of employees and 57 per cent. of the total payroll. The further tables on principal statistics and on production classified by provinces, fully illustrate the high rank held by the Province of Quebec in this important industry.

The cities of Montreal and Quebec are recognized

as the trading centers of shoe manufacturing in Canada. Conditions in this industry are easily gauged by existing tendencies in the factories of these two localities. The plants are equipped to produce all classes and qualities of footwear. McKays and welts, however, show the greatest production.

The cradle of the shoe industry in Canada was in the Province of Quebec, and historical records as early as 1667 speak of the manufacture of shoes within its borders. Following the development of the industry from its earliest days, every new development, every forward step, and generally all conditions affecting the industry are to be found in this province.

As in other industries, the last five years have weighed heavily on shoe manufacturers, and Quebec has suffered with the rest. The sudden slump at the close of 1920 was a severe blow, and this condition carried into 1921. The vitality of the industry, however, was well indicated by the steady and gradual

Table Showing Number of Employees in Canadian Shoe (Leather) Industry in 1921

(These figures include pieceworkers)

Provinces	Employees		Total	per cent of total	Salaries and Wages	
	Male	Female			Total	per cent of total
Canada	8,496	4,993	13,489	100.0	12,075,028	100.0
Quebec	5,304	3,172	8,476	62.8	6,982,519	57.8
Ontario	2,732	1,615	4,347	32.2	4,486,191	37.2
New Brunswick	261	147	408	3.0	350,645	2.9
Nova Scotia	123	35	158	1.2	129,367	1.1
British Columbia	76	24	100	0.8	126,300	1.0

Table of Principal Statistics of Canadian Shoe Industry, Showing How Quebec Compares With Other Provinces—Year 1921

These figures do not include pieceworkers

	Estab- lish- ments	Capital \$	No.	Employees on salaries Salaries \$	No.	Employees on wages Wages \$	Cost of Materials \$	Value of Products \$
Canada	177	31,644,855	1,646	3,497,087	11,268	8,418,832	23,379,183	44,665,381
Quebec	98	17,540,654	884	1,882,864	7,243	5,032,415	13,995,135	26,309,522
Ontario	66	11,889,778	650	1,410,714	3,483	2,987,778	8,144,382	16,020,759
New Brunswick.	5	939,977	68	134,664	335	213,543	775,989	1,493,194
Nova Scotia. .	4	999,191	31	48,643	121	79,998	220,972	435,932
British Columbia	4	275,255	13	20,202	86	105,098	242,705	405,974

recovery recorded in 1921, and though at the close of the year production was still below normal, marked progress had been made.

The Bureau of Statistics is satisfied that the pro-

duction in 1922 will again show a substantial increase, this opinion being founded on reports already received.

Table Showing Classification of Boots and Shoes Produced in Canada and the Several Provinces—Year 1921

	Hand made	Welt	Imitation welt	Turned	McKay	Wire, screw or metal fastened	Wooden pegged	All other	Total
Canada	531,869	3,703,328	270,117	1,413,957	5,609,903	1,588,508	71,260	1,858,043	15,046,985
Quebec	370,139	2,531,572	201,826	1,125,440	3,333,052	651,018	45,194	406,248	8,664,489
Ontario	104,108	1,110,770	60,528	288,517	2,087,867	777,854	2,180	1,388,884	5,820,708
New Brunswick	51,750	46,657	1,899	-	147,523	36,986	9,610	45,601	340,026
Nova Scotia	-	2,826	5,864	-	41,461	73,719	14,276	17,310	155,456
Brit. Columbia	5,872	11,503	-	-	-	48,931	-	-	66,306

One of Montreal's Big Buyers

R. H. Warwick, the manager of the Shoe Department of Goodwins, Limited, Montreal, is a native of St. John, N. B. He comes from a shoeman's family, his father having kept a shoe store in St. John for many years. Mr. Warwick started his business career fifteen years ago in the Waterbury & Rising Store in St. John, and was then employed by J. V. Russell and the McRobbie Shoe Company. From St. John he went to R. Van Dine at Fredericton, and then going farther afield entered the service of John Murphy Company, Limited, Montreal. From there he joined Goodwins, Ltd., as the buyer of men's and boys' shoes, afterwards adding women's lines. The children's shoes are bought by Miss McMahon.

Gales' Move Women's Department

George G. Gales & Company, Montreal, have made some internal re-arrangement of the store with a view to the convenience of customers and also to facilitate the sales. Under this plan the women's department is now located on the ground floor, this section comprising all the shoes and accessories, such as hosiery, buckles, findings, etc.,—in fact a complete range of women's goods. The next floor is devoted entirely to men's goods, while the third is given over to children's shoes. Mr. Gales believes that this plan will prove satisfactory to the customers in that it will enable them to purchase all their requirements with greater ease.

Three Quebec Brothers Who are Making Things Hum

Some five years ago three Quebec boys named Leclerc went into the shoe manufacturing business in the Old Capital. What they lacked in financial resources they made up in a practical knowledge of the trade and in confidence. They started in to make five or six cases a week. Now they are producing sixty cases a week in men's, boys', and youths' McKays and standard screws, and in box, kid and heavy working men's leather. They maintain a high standard of quality and take special pride in their men's shoes and high boots.

Sales by Suggestion Contest

A "Sales by Suggestion" contest was the means of increasing the month's turn-over recently in a Western store. The object was to get the salespeople to sell their customers other goods besides those for which they had actually come to the store. Prizes of \$15.00, \$10.00 and \$5.00 were offered for the month and the results are stated to have been very satisfactory. Each salesperson kept a record of his or her own sales, both regular and by suggestion. The total sales and the amount of the sales by suggestion were taken into consideration when awarding the prizes.

She Looks Before She Leaps

Woman, as a buyer, is "more deadly than the male"—more discriminating, with a keener eye for values, and less easily persuaded to take what she doesn't want. The average man, when he enters a store to make a purchase, will take something that doesn't entirely satisfy him rather than walk out without buying—but not so his good wife. Her method of procedure is more logical and efficient.

May be that's because she has more practice. Shopping is not only a science with her; it's a pastime and recreation. "Listen in" on any conversation between women and about four times out of five, the topic is purchases they've



made, intend to make or would like to make. Perhaps 75% of retail business depends upon the revenue that comes to it by the feminine route. The merchant, therefore, who can successfully appeal to the women of the community won't have to worry greatly about his bank account.

That's why the following articles on "Selling the Lady Customer," as it is done successfully in some of Montreal's best-known stores, will be of particular interest to our readers. The authors are sales-experts in whom tact and keen perception are linked with wide experience.

Selling The Lady Customer—I

In This Article, Miss Louise Bergeron, of the Shoe Department of the John Murphy Company, Limited, Discusses the Principles Which Make for Success in the Trade of her Store. She Summarizes the Principles Rather Aptly in two Words, Service and Appeal, and Shows How They May be Applied. A Brief Consideration of Some of the Psychological Aspects Lends Color to an Interesting Contribution

Methods of attracting trade—and holding it—have not changed much during the last few years. Undoubtedly they have been developed to higher levels of efficiency, but fundamentally they are the same.

Ten years ago your average lady shopper was just as susceptible to pleasing window displays and effective newspaper advertising as she is today. The principles of successful retailing remain the same, and they may be stated in two words: service and appeal,—service inside and appeal outside.

Women the Keenest Buyers

The lady shopper is far more keen and discriminating than her male counterpart. Generally she has better judgment and a nicer sense,—if not more intelligence. She has her eye out for bargains, but whereas the man looks for bargains only, a woman looks for bargains in something good. The man thinks of price; the woman, of price and value.

All classes of trade call for special cultivation, if the most is to be obtained from them. In our experience the biggest trade pullers are newspaper advertising and window displays. A strong advertisement backed by an attractive window never fails to give satisfactory results. Especially is this true in the larger specialty shops and departmental stores, whose greatest benefits are derived from an effective combination of the above-named mediums of publicity, with the preference to newspaper advertising.

Naturally, the medium-sized and smaller stores must rely chiefly upon their windows to attract trade. The passer-by, then, should be the governing element with the proprietor, and she should never be lost sight of. In the smaller stores, undoubtedly, the character of their business is reflected in the window displays, and the volume of their trade is governed largely by it.

Sizing up the Customer

Once you know how to attract the ladies' trade the question arises how to deal with it. The handling of women, as most of the readers of "Footwear in Canada" will agree, calls for a considerable knowledge of human nature, tact, and . . . patience! These qualities are absolutely essential in a successful saleswoman in the shoe business. She must be able to make a mental appraisal of her customer as she enters the store and a physical estimate of the kind of shoe required as she sits down to be served.

The saleswoman should endeavor first to impress her customer that she has a knowledge of proper shoe-fitting. Confidence is the starting-point of all successful relationships. That once gained, a tactful appeal to the commonsense of the customer usually brings about complete accord between customer and saleswoman.

Today, selling shoes is common enough as a business, but shoe fitting has developed into a profession, and its evolution has been rapid during the last few years.

Customers Becoming More Susceptible to Sound Logic

On all questions appertaining to bodily comfort and health the public viewpoint becomes broader and better-informed as time goes on; and we find that while the basic principles governing the development of trade do not change, the methods by which those principles are applied have to be revised continually. Your average customer evinces more and more the desire to be convinced by sound and logical argument,—constructive, competent, and helpful argument.

Real service to the public is the secret of success. In our own case we guarantee every pair of shoes we sell, irrespective of quality,—and all adjustments are made to the satisfaction of the customer, if she possess a shred of reason at all. We

even go further than that. Recognizing that shoe fitting is a profession, and in support of our contention that we are expert fitters,—possessing a knowledge of the anatomy and needs of the human foot, we guarantee our fittings. If a customer is badly fitted in our store, we want to know it, and we refund her money. This policy pays in the long run.

The public is not only willing but anxious to submit to wise leadership—just as much from competent shoe saleswomen as from any other merchants. In helping the public you promote your own interests. Never forget all progress is developed on parallel lines and leads to the same goal. Such considerations, in our case, led us to remove our Shoe Department to the Ground Floor, where we have an improved X-Ray fitting machine, a larger and better range of well-designed and properly-constructed shoes, and an improved environment.

Place a Premium Upon Service

The shoe store proprietor or manager today who knows the business places a premium upon service.



Miss Louise Bergeron



"Then your hapless salesgirl missed a sale with fear and trembling"

This is one of the changes that time has brought. Ten years ago the prevailing idea in the average shoe store was to sell the customer—to fit her if possible, but to sell her. Then your hapless sales girl missed a sale with fear and trembling. Now, the competent saleswoman who knows her business stands on her feet whatever the decision of the customer may be.

In the business with which I am identified, we hope to develop and extend our trade both among those who require and know, and among those who require and do not know, that they want shoes that will not only give comfort and look well, but that will arrest the development of various symptoms of foot weakness, and, where possible, cure them.

Selling the Lady Customer—II

It's All in the Viewpoint! Here is the Same Subject Caught at a Different Angle by Miss Ernestine Des Rosiers, Now of Ogilvy's, Who Has Been Selling Shoes for Fifteen Years

Yes, I have been selling shoes for fifteen years. I started with Fogarty Bros. in 1908, and since then, believe me, I have met with some funny people.

The lot of the shoe saleswoman is not the easiest in the world. She has to set herself out to be equally pleasant to all comers, and she no more knows what she is going to get in the way of temperament from a lady customer than she knows what kind of feet to expect or what kind of fancy ideas the customer will have of clothing them. At all times she must keep the same calm, smiling exterior,—and not overdo it, as she may be tempted to on occasions!

A Sunny Disposition is worth Money.

The saleslady who will make the biggest hit in serving her own sex is one with the sunny disposition. A broad smile will melt ice in time.

We have all met the customer it seems impossible to please. She can be won around. It is only a case of time—and patience. And the exception only goes to prove the rule.

You know, there is nothing a woman likes better

than to be made a fuss over. Tell her she has nice feet, and that she wears a nice size, and the trade is yours. Try this! Never mind what kind of feet she's got, or what size she wears. She is your sale if you've got the pluck to go ahead. Of course, the real test of ability on the part of the salesgirl is to send her customer away with something she can really wear, and not what she had in mind when she came in. A well-fitted shoe is the real sale.

Thinking Ahead of the Customer

The saleslady should think ahead of her customer. The rising generation look for style before quality, and few grown women know what they want. They seldom buy the shoes they set out to see. Women themselves are unchanging in the respect that they continue to look for constant change in every detail of their raiment, and in none less than shoes. A store five blocks long could not house all the styles women would like to see you carry.

I have always made a practice of pushing find-

ings. There is good money in polish and odds and ends.

In my experience the children's trade is one that it pays to watch. Today, kiddies seven and eight years old know what they want. Watch them. The

who may be sweet and twenty!

Is there any need for me to say that all the women I have ever met like bargains? A bargain table with real bargain prices marked plainly in black and white certainly brings the bread and butter.



"We have all met the customer it seems impossible to please"

saleswoman who creates a "something-suitable-for-a-little-girl-of-eight-years-old" atmosphere about the juvenile client who brings her mother to the store in these days is out of luck. The young Missie of today wants the latest fashions—just like Auntie,

I am afraid I cannot tell the retail trade any more about lady customers and their funny little ways—idiosyncrasies is the word, I think. Probably the majority of "Footwear" readers have little more to learn about the ladies, any way!

Selling the Lady Customer—III

An Outline of the Principles Followed by a Montreal Store in Developing a High-class Trade, Where Quality is First and Imported Buckles Sell at \$50 per!

In Montreal, George G. Gales' store is a household word among discriminating buyers of the gentler sex.

The Gales trade is developed principally by means of novel and tasteful window displays, changed twice a week. The store is situated in the very centre of the best shopping district of the Commercial Metropolis, and in such a locality that it is found a vital matter to make the windows one hundred per cent effective. The display of shoes and hosiery has to be of a character not only to attract attention but to command sales.

The Gales Company make a speciality of stocking all shades of hosiery. Their motto is a stocking to match any shoe in the store—one which not only pleases the ladies and impresses them with the resources and efficiency of the store, but brings grist to the mill of the proprietor. The Gales store

is a conspicuous example of the successful handling of hosiery as an auxiliary line.

When Milady enters Gales store she is made to feel that she is the object of specialized attention. Her foot is measured, her wishes are ascertained, and an honest endeavour is made to sell her the right size and the right material, and to send her away satisfied.

Where requirements cannot be filled from stock they are filled to order. The trade is strictly high-class, and the governing principle is quality first and last. It is a trade which appeals to the lady customer who has the money to pay for what she wants, and this class of trade has been specialized in very successfully. An example of this may be found in the quantity of steel and rhinestone buckles which are sold,—buckles manufactured by hand and imported from France—buckles costing anywhere from

\$2 to \$50 a pair. The ladies find that such buckles look beautiful and that they put just the right finish to plain black satin evening slippers, or shoes for afternoon wear. That is all that is necessary. The business follows.

The Gales Company never advertise bargains. Twice a year they sell their old stock at reduced prices, but this is one of the few stores where the bargain factor is missing,—hence, perhaps, its outstanding interest.

Quebec Manufacturer as Chief of the Hurons

No Province of Quebec production undertaken for the shoe industry would be complete without a reference to Mr. Maurice Bastien, Sr., the oldest manu-



M. Maurice Bastien

facturer in Canada of Indian-made goods, and the founder of the firm which has become Bastien Bros., at Indian Lorette, ten miles out of Quebec City, whose weekly output is four hundred dozen Indian and boudoir slippers, moccasins, and snowshoes.



M. Bastien, Jr.

From a modest start with one man in the shop they have been so successful that they now have sixty workers inside and one hundred outside. The Bastiens are members of the Huron tribe and are the possessors of valued relics. Here Maurice Bastien, Sr., is shown as Chief of the Hurons.

E. J. Naylor Represents Myles from Winnipeg To Coast

Mr. E. J. Naylor, who has been representing the Myles Shoe Co. Ltd., of Toronto in British Columbia and Alberta, has now been appointed representative from Winnipeg to the Coast, with his office still in Vancouver. Mr. Naylor has been with his Company two years, and the support he has gained from all the leading shoe merchants out West makes him confident of success in his new territory.

Speaking about trade out West, Mr. Naylor finds that one must have the most up-to-date styles that dame fashion decrees or you cannot do business. The



E. J. Naylor

merchants are after all the snappy lines combined with good workmanship. This season's range of samples is the largest and most distinctive Myles have put out, he declares, comprising all the very latest designs, and made up in every conceivable material that good shoes can be made of. Mr. Naylor is not unfamiliar with the requirements of the Prairie trade having been in the shoe business for nine years in Saskatoon with Harley Henry Ltd., and with the F. R. MacMillan Ltd., Dept. Store, as manager and buyer of the Shoe dept. When not selling shoes Mr. Naylor plays a round on the golf links and he hopes to renew many old acquaintances on the Prairies to do battle over the eighteen holes.

Broadway recently held a "Boomerang" sale, featuring products made in the district. There was a strong incentive for citizens to buy, inasmuch as the sale directly affected the industrial activity of the community. Here's an idea that many other cities might follow.



J. S. Langlois

Quebec City Veteran's Interesting Reminiscences

**The Early Days of Retailing and Manufacturing in
Old Quebec—A Sidelight Upon an Honored Record of
Fifty Years in The Trade**

In J. S. Langlois, the former Secretary of the Quebec Boot and Shoe Manufacturers' Association, we have the oldest living representative of the Quebec City retail shoe industry of nearly half a century ago.

A native of Quebec, where he was born on December 21st, 1851, Mr. Langlois went into the retail shoe business there, with a store on St. Joseph Street, in 1876. Twelve years later he established a shoe factory on St. Valier Street.

Mr. Langlois was married on September 9th, 1872, and celebrated his Golden Wedding Anniversary last Fall. His descendants comprise six sons, three daughters, forty-one grandchildren, and two great-grand-daughters.

In his seventy-third year Mr. Langlois is active and virile, both physically and mentally. He can carry you back to mid-Victorian days when Quebec City was indeed "Old Quebec,"—when nearly everything was done by hand, and the labor-saving machinery and appliances of today were practically unknown; when transportation and hotel facilities were

in their infancy; when the Ancient Capital's chief assets were its historic traditions,—but when the city still boasted honored and able business men capable of planning her trade and industrial expansion upon intelligent lines.

The Beginnings of the Shoe Industry

As a contemporary of John Ritchie throughout the formative period of the shoe trade's history, Mr. Langlois is a mine of information on men and matters. He will tell you that the first boot and shoe factory in the City of Quebec was established in 1867 by Guillaume Bresse, under the name of Bresse & Cote. After a year Mr. Cote left and went to St. Hyacinthe. The next plant was James Woodley's. In those days the factories manufactured mostly McKays and pegged shoes, Goodyear welts and standard screws being unknown. Prunella shoes were much worn at the time, selling at 50 cents to \$1.25 a pair. James Woodley manufactured about twenty to twenty-five cases of them daily, also some long boots and pegged shoes.

In Mr. Langlois' early retailing days, Prunella



A. E. Marois (left)
and Alfred Marois
(right), the present
heads of one of
Quebec's older shoe
manufacturing con-
cerns. A. E. Marois,
Ltd.

shoes were in style and remained in vogue until about 1885, retailers selling as many as from sixty to one hundred pairs a day.

Mr. Langlois started manufacturing boots in his factory with the standard screw process. This process became effective about 1884-5 and Goodyear welts about 1885-6. The first to manufacture Goodyear welted shoes in Quebec City was Octave Migner, who had his factory on St. Anselme Street. Mrs. Migner, who is about eighty years of age, still lives in Quebec.

The name of John Ritchie, mentioned elsewhere in this issue, enjoys a fragrant place in Mr. Langlois' recollections,—indeed no reminiscences would be possible which did not include it.

Pioneer Concerns that are Still Going Strong

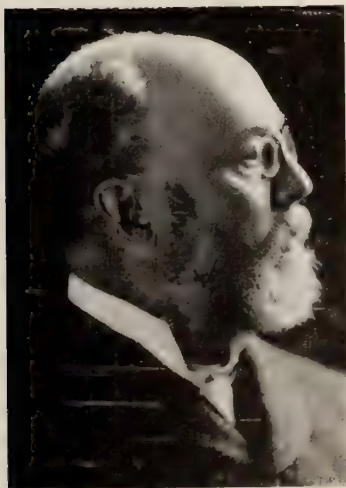
Mr. Langlois recalls the founding of O. Goulet & Sons in 1885, the style of the firm then being Goulet, Garand, and Migner. The only manufacturers in business today who started before 1900 are Ritchie, Marsh, and Goulet, although it was just about the close of the century when A. E. Marois left W. H. Polley, with whom he had been associated fourteen years, to go into partnership with Paul Tourigny, M.L.A., thus founding the old firm of Tourigny & Marois, from which sprang the present flourishing enterprise of A. E. Marois, Limited.

The occasion of a "Province-of-Quebec" Number of "Footwear" provides the trade the opportunity to wish Mr. Langlois "many happy returns" of the happy anniversary he celebrated last Fall.

Vive M. Langlois! Vive Quebec!

John Ritchie, Pioneer Manufacturer

John Ritchie is a Quebec name which has become a household word in the Canadian shoe industry. It is a name known to many of our fathers. It is the honoured name of a Scotsman who, born in Glasgow in 1850, came to Canada half a century ago, and



John Ritchie

established, in 1879, a business of which he remains the head today.

When John Ritchie went into business in a factory in Ste. Helene Street, Quebec, forty-four years ago, he confined his attention to the manufacture of peg, machined, and hand-sewn shoes, but in the early 'nineties these lines were extended to include welts and turns.

Upon the formation of a joint stock company in

1898, the business of John Ritchie became that of the John Ritchie Company, Limited, with J. R. president.

The more active direction of the business has now passed to the capable hands of J. E. Warrington, but John Ritchie remains at the helm, and will, we trust, weather many a storm yet.

They May Look Like Pirates, But They Aren't

Any one of the worthies shown in the accompanying picture, taken at the Club at Riviere a Pierre, might have been the originator of the famous saying "Once aboard the lugger . . ."—the expression which inspired A. S. M. Hutchinson's famous book of that title.

It seems a little superfluous to identify them. Seated is Lucien H. Borne, of Quebec. The resolute-looking character with folded arms, on the right, is



A. E. Marois, also of Quebec. The genial gentleman on his left is H. C. Carter, of Toronto. The Company Sergeant-Major in the centre is Arthur Richard, of Quebec, while the Siamese twins under the flag are Joseph Galarneau, of Quebec and Andrew Davis, of Newmarket, the latter being the smaller figure.

Trust the Quebec crowd to get the right bunch together every time!

"Too Much Stock Made in Advance," Says F. J. McCann

Many men who have made a mark in the shoe business have had anything but an easy time in their younger days.

These are the men who make good most often.

Take the case of Fred J. McCann, Manager and Buyer of the Shoe Department of Ogilvy's, Montreal.

When McCann left school he obtained his first job with Ronayne Bros., then the second largest retail store in Montreal, catering to all classes of trade, including the farming community. The business hours were from 7.30 a.m. until 9.30 p.m., except on Saturday, when the closing hour was 11.30.

The long hours did not keep young McCann from

rising through the successive stages of messenger boy, cashier, window dresser and stock keeper.

After four years with Ronayne's, he went into the wholesale business, and ultimately became Sales



F. J. McCann

Manager for James McCready, Limited, with whom he remained until the amalgamation of that firm with Ames, Holden, then resigning to become buyer for Goodwins, Limited, and later to succeed to his present position.

In the course of a recent conversation with "Footwear-in-Canada," Mr. McCann volunteered some interesting leaves from his long experience.

"In my opinion," he said, "the very considerable losses which the shoe trade has suffered in the last few years have been due largely to lack of experience and knowledge of the consumer's needs.

"Many of the people in the shoe manufacturing business today have only gone into this line of late years, and they make the mistake of trying to keep down their overhead expenses by turning out stock in advance for which there is ultimately little or any sale."

Man and Boy in the Shoe Game

Our friend, J. A. Cole, Manager of the Montreal Branch of R. Dack & Sons, Limited, knows the shoe game from several angles,—manufacturing, travelling



J. A. Cole

and retailing. Commencing as a boy in the factory of the Perth Shoe Company, Ontario, he gained an

all-round experience from sole leather to the lasting room. He then joined the King Shoe Company, Toronto, and later went to the Canadian Shoe Company in that city, having charge of the lasting and welt room for five years. After that he became associated with the retail sales force of R. Dack & Sons, Limited, in their Toronto store, and spent some time on the road as representative of that firm. Subsequently he was appointed Assistant Manager of the Toronto store, and in due course succeeded to his present position at Montreal.

From Shoe-Repairing to Shoe-Making

Cote is a well-known name in shoe manufacturing centres in Quebec Province. Mr. A. A. Cote, the President of A. A. Cote & Son, St. Hyacinthe, Que., like many other members of the Cote family, is a native of St. Dominique, Bagot County. He was educated at the Girouard Academy, St. Hyacinthe, Jacques Cartier Normal School, Montreal, and the Coaticook Academy. He received his early training in the shoe business with the old firm of Louis Cote & Brother, and also with his brothers J. A. & M. Cote, whom he left in 1919 to go into business with his son, H. A. Cote, under the firm name of A. A. Cote & Son, Limited.

The history of this progressive industry is inter-



View of factory of A. A. Cote & Son, St. Hyacinthe

esting. The business had its origin ten years ago in a shoe repair shop and shoe shine parlor. The first lines manufactured were babies' soft sole shoes and barefoot sandals. In 1915, larger premises were obtained and the lines were extended to boys, youths, and gents' box kip, and standard screwed shoes. Four years later the firm took over the present premises and added to their lines still further, until today they have their well-known products which they are selling from the Atlantic to the Pacific.

Old and New Styles

The shoe merchant can get a lot of publicity out of a window display in which some of the oldest styles procurable may be shown in contrast with the newer styles.

If he wishes he may offer a prize to the woman who brings the style that is approved by judges to be the oldest of them all.

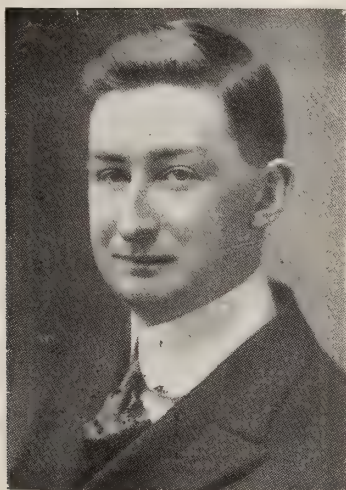
Such phrases as "Do you remember when they wore these? "Would you like to wear these now?" It's only ten years since these were the rage," etc., would get people to talk about the store—which is good advertising.

Quebec's Contribution to the Recent Organization of the Shoe Trade

By S. ROY WEAVER,

Manager, The Shoe Manufacturers' Association of Canada and The Shoe Wholesalers' Association of Canada

In the present article the writer must of necessity confine his attention to the present organization of the shoe industry and developments of the last two or three years. So far as the earlier period is concerned, the story calls for the pen of some one of longer experience—one, who has played a part in the



S. Roy Weaver

happenings of the last ten, fifteen or twenty years, or even more.

That story is one of no small interest.

Where shoemen congregate, there often are related entertaining reminiscences of the Rubber Jobbers' Association days or of other organization experiences. Before the formation of the Shoe Manufacturers' Association of Canada in 1918, there were occasional meetings of the manufacturers to consider matters of special concern. The value of joint effort was demonstrated repeatedly, as, for example, in 1906, when the manufacturers made representations to the Minister of Finance, Hon. W. S. Fielding, and convinced him of the need of increased tariff protection. It is to be hoped that the history of shoe trade organization efforts prior to 1918 will be recorded before all those who played the active parts therein have passed to their reward.

The Birth of the Shoe Manufacturers' Association

War-time conditions and problems appear to have shown the shoe manufacturers the need of some permanent organization, with a paid secretary. Moreover, the industry had been developing to a position of enlarged importance, and questions constantly were arising, which called for association machinery. Following a great deal of preliminary work, the extent of which is known only by those who were engaged in it, the first general convention and first annual banquet of the Shoe Manufacturers' Association of Canada was held at the Windsor Hotel, Montreal, on December 19, 1918. At that meeting forty-four signatures in application for membership in the new Association were secured.

Of the forty-four firms recorded on the original membership roll, nineteen were located in the Quebec District, eleven in Montreal, and fourteen in Ontario and the Maritime Provinces. Mr. F. S. Scott was the first president, with Mr. Geo. A. Slater and Mr. A. Brandon, honorary presidents. Mr. Joseph Daoust and Mr. J. D. Palmer were elected First and Second vice-presidents, respectively. The Quebec manufacturers previously had a local association, and this has been continued. It has been doing useful work and to its success no one has contributed more than Mr. H. V. Gale.

No Inter-provincial Jealousy

Of the 119 firms now in membership with the Shoe Manufacturers' Association of Canada, sixty-four are located in the Province of Quebec, forty-seven in Ontario, seven in the Maritime Provinces, and one in British Columbia. Each district is entitled to representation on the Executive Committee in proportion to the number of members in such district. But while an effort is made in this way to give each district proper representation, there has not been any semblance of inter-provincial jealousy. There is no Quebec bloc, or Ontario bloc within the association: matters are discussed and decided with a view to the best interests of the trade as a whole. Striking proof of the good relations which exist is found in the willingness of the members in Quebec Province, although constituting a majority, to have the work of the association carried on from an office in Toronto for a year and a half. During that entire period, the association did not lose a single member in the Province of



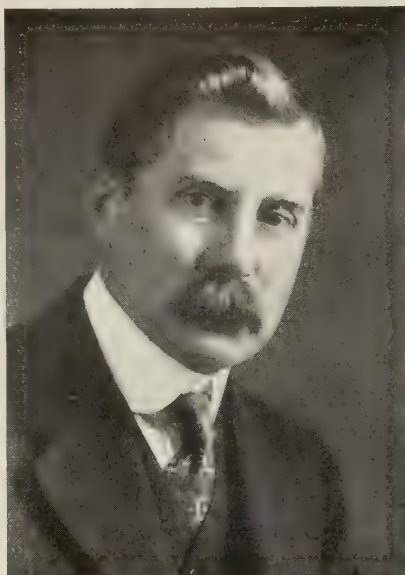
Jos. Daoust, Past-President
Shoe Manufacturers' Assn.

Quebec, but added to membership a very considerable number.

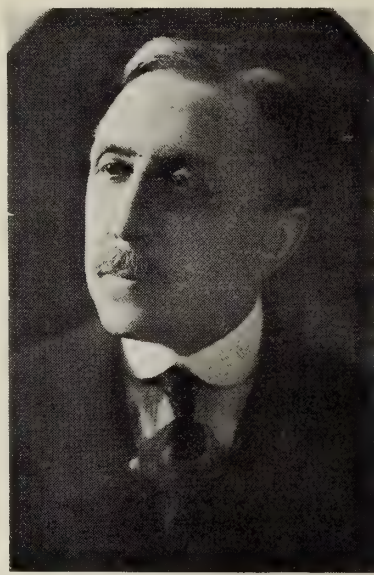
Members in the Province of Quebec have been giving loyal co-operation in all association activities. They are giving splendid support to the Shoe Trade Credit Bureau and are utilizing this service them-



C. R. LaSalle



Geo. Gales



Alfred Lambert

selves to a very large extent. They always have contributed generously to association projects, and they are willing to do their full part to ensure success for any joint effort, once convinced that there is any prospect of success.

French-speaking Manufacturers Individualistic

The majority of the French-speaking manufacturers are conservative. They recognize that there is a field for useful association activity, but that such field has certain definite limits. They are individualistic and have no illusions as to modern competitive business: it is a contest in which the economically fittest survive.

That contest can be carried on without violation of certain ethical principles. Certain courtesies cost little and go far towards making business more pleasant. There are opportunities for reciprocity—give and take, but neither all give nor all take. There are many matters of common interest in which competitors can get together to their mutual advantage. But the average business man is not in business for the main purpose of assisting his competitors. He believes that association work should not encroach unduly on the right of any firm to independent action. In other words, he does not want to tie his hands in the struggle for existence.

Safe and Sane Conservatism in Quebec

The writer does not mean to suggest that the manufacturers in other Provinces have wished the association to undertake impracticable activities,—for such is not the case,—but the safe-and-sane, conservative mentality of the French-Canadian members is an important contribution in all the councils of the association and is a protection against excessive zeal in respect of experiments. The history of trade associations is strewn with the wrecks of organizations which ignored the fact of competitive interests and attempted impracticable aims.

In the recent organization activities of the Shoe Manufacturers' Association of Canada, Mr. Joseph

Daoust, who was President in 1921 and 1922, has a leading part. No one appreciates more than does the writer of this article the part Mr. Daoust has taken in bringing about the not inconsiderable measure of success which attended the activities of the association during his term of office and since.

Origination of Shoe Trade Credit Bureau

The service of credit information on wholesale accounts and the organization of the Shoe Trade Credit Bureau in their inception were suggested by members in the Province of Quebec. If one reviews those other activities of the Shoe Manufacturers' Association of Canada during the last couple of years which have proved of value, it will be found that a considerable number of these have been initiated at the suggestion of members in the Province of Quebec. The writer does not mean to imply that members in the other provinces have been less active or less interested or that they have contributed less of thought or support. But he does want to make it plain that Quebec has not been a laggard in association work: that it has not merely been following the lead of others, but that it has taken its proper share of responsibility and contributed its full quota of support. Quebec's interest and support have been exceedingly gratifying to those who have been handling the detailed work in connection with the association's operations.

Quebec's Part in Organizing Shoe Wholesalers' Association

Quebec has taken a prominent part in the organization of the Shoe Wholesalers' Association of Canada. The wholesalers of the Province of Quebec have shown a readiness to co-operate with those in the other provinces. In this connection, it is of interest to note that the Montreal District Wholesale Shoe Association has been disbanded, and that the Montreal wholesalers have linked up with the National Association and are doing their utmost to ensure success for the new organization. While often there is

danger of unfair discrimination in mentioning names, an acknowledgement should be made of the way in which Mr. Alfred Lambert has contributed generously of time and effort in support of organization activities. Without his interest and encouragement, the Shoe Wholesalers' Association probably would have died before it was born. The organization at first was somewhat anaemic, but now in its second year it is a promising infant. Plans are being developed with a view to greater usefulness and service to the wholesale trade.

Of Quebec's part in the organization of the retail shoe trade the writer is not qualified to deal in detail, except to refer to men like Mr. Geo. G. Gales and Mr. C. R. LaSalle, who have taken a large share of the responsibility and hard work in connection with the National Shoe Retailers' Association of Canada. There have been others, too, who have done their part and done it loyally and well. The Boot and Shoe Section of the Retail Merchants' Association in Montreal also is a live organization, with an active and able Chairman, Mr. Louis Adelstein.

Co-operation between Different Sections

The Shoe Trade Convention last January represented the realization, in part at least, of an idea which long has been entertained by some of those interested in the organization of the trade. That Convention represented the joint efforts of the organizations of manufacturers, wholesalers, retailers and travellers. All four groups contributed to, and shared in, its success. It is becoming recognized to an increasing extent that the interests of the entire trade can best be served by the efficient organization of each branch and by the co-operation of such organizations. That ideal is closer to realization now, perhaps, than ever before; but it is still capable of development to the advantage of all concerned. As the several associations are able to interest their members in organization or group activities, these organizations will be able the better to co-operate in dealing with problems concerning the entire shoe trade and in trade promotion enterprises.

The M.L.A. for St. Sauveur Division

Pierre A. Bertrand, of the firm of Bertrand & Thibault, Quebec City, is M.L.A. for the St. Sauveur Division in the Quebec District. He was elected on the Labor platform, and is extremely popular with the working classes. His firm, Bertrand & Thibault, number in their ranks many well-known local shoe men. These include J. A. Gosselin, formerly of the Gosselin Shoe Company, Limited; L. Duchesneau (Superintendent), formerly with the Children's Shoe Company; and A. Michelin (pattern maker), previously with the well-known U.S. firm, the W. A. Douglas Shoe Company.

U.S. Shoe Production

Production of all the shoe manufacturing plants in the United States is something over 300,000,000 pairs per annum. It is rather an interesting fact that two manufacturers alone, the International Shoe Co. and the Endicott Johnson Corporation, running full, would turn out nearly 70,000,000 pairs of shoes a year, or more than one-fifth of all the shoes made in that country.—Boston News Bureau.

Well-known Machinery Man

The genial gentleman to whom we introduce you in the accompanying reproduction is Joseph H. Illsley, Manager of the Reece Machinery Company of Canada, Limited.

J. H. may not look it, but he has been connected with the trade for thirty-five years. With the Reece Company alone he has put in a quarter of a century—seventeen years as Manager—and before taking over his present representation he put in thirteen years as Manager at Philadelphia.

He wishes to be remembered to all his old friends



J. H. Illsley

and looks forward to making many new ones in Canada.

A Quebec Snow-Shoeing Group

Here is a typical Canadian winter sporting scene taken at Lake Gagne,—some of the Quebec bunch on snow-shoes.

Foremost in the group, with his water-bottle slung bravely across his shoulder, in defiance of what



they think in Toronto, is Lucien H. Borne. Behind him stands Pierre Dugal, while on his right, in the order named, are Luc Routier, Arthur Richard, and Jimmie Scott, the latter striking a characteristic attitude.

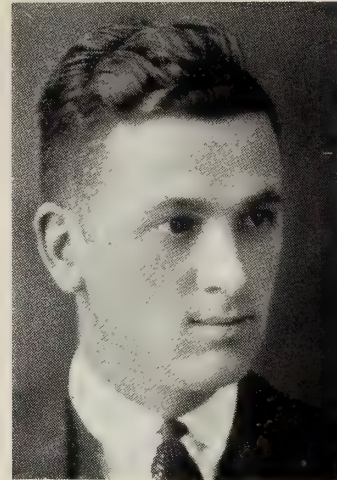
In the Province of Quebec they find time for both work and play,—in winter as well as in summer.



E. J. Warner



John Myles



Gordon H. Nickel

The Columbus Rubber Triumvirate

On this page we have the pleasure of introducing to the reader three men at the helm at the Columbus Rubber Company's Headquarters in Montreal.

First permit us to introduce to you Mr. John Myles, who has been general manager of the firm for the last four years and who has recently been appointed vice-president. Mr. Myles is a native of Scotland, came to Canada in 1906, and engaged in the rubber industry with the Canadian Consolidated Rubber Company in 1913. For two years he was secretary-treasurer of the Dominion Rubber System (Quebec), Ltd. He is greatly liked both in the industry and out. He finds time to take an active interest in the affairs of the Canadian Manufacturers' Association, the Rubber Association of Canada, and the Shoe Wholesalers' Association. He is a member of the Senneville Country Club and is an ardent motorist.

On the left of the group we have Mr. E. J. Warner the superintendent, a native of New Jersey—and formerly identified in an executive position with the United States Rubber Company. He has an intimate knowledge of the industry extending over a quarter of a Century and has been superintendent of the Columbus Rubber System since 1912.

On the right, in Mr. Gordon H. Nickel, we have a further exemplification of the theory that we are living in an age of young men. He came to Montreal when he was 18 and developed such promise that today at hardly 24 years of age he has charge of the Head Office Sales Department and Advertising.

Ludger—A Native of Three Rivers

An integral part of St. Valier Street, Quebec, is Ludger Duchaine. He is a native of Three Rivers, where his father, an old-time shoemaker, employed fifteen to twenty men on custom-made shoes. Ludger learned the rudiments of shoe making in his home town and in the course of time became superintendent for The John Ritchie Company, a position he filled for some eleven years. In 1909 he went into business for himself with a capital of five thousand

dollars. Three years later he bought out the old factory of James Muir, on St. Valier Street, which he has enlarged and equipped at a cost of fifty thousand dollars. Mr. Duchaine is essentially a practical man,—and also an optimist!

Has Applied Experience of English Trade Successfully

John Robinson, of Montreal, is one of the many Englishmen who have made a success in the Canadian shoe retail trade. For twenty-three years he was with Manfield & Sons, who own a large number of chain retail stores in the Old Country. For them he opened and managed many stores in different parts of the United Kingdom. Fifteen years ago he came to Canada and was employed by Carsley's and Geo.



J. Robinson

G. Gales, Montreal. After seven years of this work, he decided to start for himself, and now has one of the nicest stores in the City. He is strong on the value of a good window.

Are Black Cats Unlucky?

Well Just Look and See What They Did for W. G. Miller Down Amherst Way—How Would You Like to Have a Crowd Like This Around Your Doors?

Good merchandise is the foundation of a sound retail business, but—



Good merchandising ideas form the super-structure. Here's proof.

Business was slow down in Amherst, N.S.!

The citizens seemed to take no interest in buying shoes. They had the money, most of them, but the spirit of caution possessed them. They bought only the barest necessities and these only under exceeding pressure. Cash in the pocket was a convertible asset. Shoes on the feet were not. In consequence—business was slow. Everything about town seemed, more or less, to have succumb to the sleeping sickness. It is a periodic disease in many country towns and a permanent one in others. Amherst only belongs to the former class. But there was a merchant in this town who resisted the disease. He was a shoe retailer. His name, Miller, W. G. "Business is bad" he admitted "but I'm not content to have it remain so. I'll start something."

Black Cats

Black cats always arouse interest. Some people are superstitious about them. I have a friend who will sprint a quarter of a mile to head a black cat off and prevent it from crossing his path. Black cats and witches are associated in the youthful mind. Everybody says "Look, there is a black cat," and stops to pick up a stone. To a gray cat they just say "Nice Pussy!"

Miller, W. G. wanted to arouse comment. He wanted to get the people interested, and curious, and he said to himself "Black cats will do it."

Prize for the Finest

"Have you a black cat" he advertised. "Wouldn't you like it to win a prize? Can you imagine anything more interesting than a black cat show? Box up your tabby and bring him down to Miller's. Whether he's a good 'mouser' or not bring him along"—and much more of the same.

The idea was novel and the people were thirsting for a little excitement. So the cats began to arrive. Black cats of all ages, sizes and sexes. Some of them carefully groomed with glowing silken coats and well padded ribs; others, unkempt, lanky and faded and showing unmistakable evidence of late hours and habits of dissipation. But none were rejected and as the days went by and the number increased so did the frequency of visits from the local population. The fame of the black cat show even reached the surrounding country side and villages and the interest swelled and grew and assumed bigger and bigger proportions as the date of the awarding of the prizes drew nearer.

Miller, W. G. didn't make the mistake of appearing to advertise his store. Just the same he was always ready to sell shoes—and *did* sell them. When he picked the judges he didn't make the mistake of giving the job to a bachelor either—only heads of considerable families were eligible for that honorable position. The most prominent society lady in town presented the prizes but—everybody was welcomed, young and old; everybody was treated courteously. Mr. Miller spent the busiest time of his young life making friends—telling the public, without telling them, that 'service' was the backbone of his store.

What do you think of the photograph? This just represents the overflow too. Business is not so slack at Miller's store. He has made a lot of friends and every man, woman and child in Amherst knows the location of his store. The boys and girls say, as he passes down the street, "There goes Mr. Miller." Best of all when they need shoes they know who keeps them and they know too that they will get a friendly reception.

Well-Known Montreal Manager

Mr. M. A. Cafferky is the manager and buyer of the Boot and Shoe Department of the John Murphy Company, Limited, Montreal. He hails from Ireland where he was in the shoe business at Roscommon. His first experience on this side of the water was with the Regal Shoe Company of St. Paul, Minnesota, for whom he became assistant manager. Later he gained additional experience with the Rannard



M. A. Cafferky

Shoe Company, Winnipeg, for whom for ten years he acted as buyer and manager.

Mr. Cafferky is enthusiastic over the extension of his Department which the John Murphy Company have just carried out, its precedence having been established by its removal to the ground floor, commanding direct access from the busiest street in the Commercial Metropolis.

Make 'em Stop at Your Window

Shoes are very attractive to people who are interested in buying shoes at the moment. Perhaps customers who start out for your store to purchase shoes will look at the goods in the window. Then, again, they may not get that far, but may look in the window of some other shoe dealer and buy there.

The object of the merchant in making his windows attractive is not merely to get people to stop and look at shoes when they intend to come in and buy, but to get them to stop and look when they have no immediate intention of buying. If he can get them to stop and look in the window he has a better chance of selling, then or later.

Decorations of a bizzare nature will draw attention to the window, but it is not likely that they will stop to look at the shoes after they have admired the decorations. Show cards will aid in securing attention and help to make the prospect retain in the memory something about the shoes.

While decorations and show cards are good in the display when properly used, there are other little stunts that work even better. For instance, a shoe dealer in Hamilton pastes some well-selected jokes that he clips from the newspapers and magazines on cards about the size of an ordinary envelope and places them here and there throughout his display. Men read the jokes and laugh at them, and they can't help but see the shoes part of the time, anyway.

During certain seasons of the year another shoe

merchant writes a little style editorial on a sheet of letter paper and pastes it on a card which he puts in the window. If hand-written the writing should be made clear and legible.

Another shoe merchant has found success in naming each shoe style he places in stock. Naturally the naming of these in the window makes interesting study for the prospective customer, who will allow his eyes to wander from one shoe to another in idle curiosity. Business is done through this same curiosity.

Don't just put shoes in the window. Make the display so interesting that the passer-by will have a real incentive to stop and look.

S. Mendelsohn

S. Mendelsohn, Secretary Treasurer of S. & A. Mendelsohn, Limited, 275 St. Catherine St. West, Montreal, has been in the shoe business for many years. He worked for some time with his brother, M. Mendelsohn, and then started for himself in 1907 on St. Catherine Street East, Montreal. Later, he



S. Mendelsohn

took another store at 5 St. Catherine Street East, in partnership with his brother, Abraham, and later moved further West to the present address. The firm have a most attractive store, where they carry a large stock of high-grade novelty footwear. Mr. A. Mendelsohn is the president of the company and Mr. J. Mendelsohn, vice-president.

Corrections

There was an error in the price quoted on the shoe shown as No. F 859 in the advertisement of the Han-nahsons Shoe Co., Haverhill, on page 6 of the May issue of "Footwear." The price quoted should have been \$3.85 instead of \$3.15.

The five illustrations used in connection with the article "Anatomy for the Shoe Salesman" in our May issue, showing the bones of the foot, should have been credited to "Correct Shoe Fitting" by Arthur L. Evans (Retail Shoeman's Institute).

Affiliation of N.S.R.A with Retail Merchants' Association Completed

The step which was foreshadowed by the resolution passed at the convention of the National Shoe Retailers' Association last January has finally been taken and this association is now established as a section of the Retail Merchants' Association of Canada. The following letter sent out by the president of the N.S.R.A., Mr. Howard Blachford, explains the new status of the organization:

"After much serious consideration and no small amount of work and thought, the officers and executive of this Association have arrived at an arrangement with the Retail Merchants' Association of Canada by which the National Shoe Retailers' Association of Canada becomes one of the leading sections of that organization and will henceforth be known as the National Shoe Retailers' Association of Canada, branch of the Retail Merchants' Association of Canada.

"The officers and executive of the National Shoe Retailers' Association wish to express their thanks



Howard C. Blachford, President of the National Shoe Retailers' Assn. of Canada

to the many members of this organization for their loyal support in the past and as no change will be made in the executive or the policies formerly adopted and carried on, it is most sincerely hoped that every retailer of shoes in this country will stand behind this Association by continuing his support if already a member, or by joining at once the new Association.

"In unity is strength; let us stand shoulder to shoulder for the good of the Canadian retail shoe trade."

(Signed) Howard C. Blachford,
President.

On behalf of the Executive Committee of the National Shoe Retailers' Association.

We think that the retail shoe trade in general will strongly approve the action taken. The N.S.R.A. has been working under a serious handicap, inasmuch as it has not been in a position to employ a paid secretary who would devote his attention to promoting the interests of the organization. In a country of Canada's extent, with a comparatively sparse

population and with widely varying conditions in different localities, it is a difficult matter to build up an association. Missionary work has to be carried on over such a big area and the total possible membership is so limited that the expenses of a comprehensive campaign confined to a single trade are almost bound to be out of proportion to the results.

By uniting with the Retail Merchants' Association of Canada, however, the N.S.R.A. has tied up with a body which already has a canvassing organization in the field and which, including as it does almost all branches of the retail trade, can operate much more economically than the N.S.R.A. could hope to have done as an entirely separate unit.

There is also the consideration that, through its affiliation, the shoe trade will be able to use the weight of the larger association in many matters where such support will undoubtedly be very valuable.

One matter which was considered an obstacle at the outset was the possibility that the identity of the National Shoe Retailers' Association would be lost. Such is not the case, however. The name is retained, with the addition of the words, "branch of the Retail Merchants' Association," and the N.S.R.A. will continue to function, in matters pertaining to its own peculiar interests, just as before the new arrangement was made.

We bespeak for the association the support of the retail shoe trade of Canada and, from such expressions of opinion as we have heard, we believe it will be readily forthcoming.

High Lights of the Brooklyn Show

Thirty-six models presented an interesting array of shoes at the big Brooklyn style show. There were two sessions each day. In the afternoon, footwear for sports, walking and afternoon wear was exhibited, and at the later sessions, the models wore many varieties of evening shoes.

A brief description of the styles shown at the first



This is one of the Classic In-stock lines—A Goodyear Welt Oxford for misses, made on the "Toe-Trainer" last. White quarter linings. Regular heel. White stitching to heel.

session indicates fairly clearly the lines along which the Brooklyn manufacturers are working:

First came a stout oxford in tan worn by a young woman in knickers; then a model wearing a pair of elk oxfords; a two-strap of suede; another of black

patent leather; a tan oxford; another of black patent leather; then a tan oxford. All of these were simple, practical styles for general use and each had low heels.

A beige sandal was shown next. It had self-colored straps and a two-inch heel; it was followed by a sandal of light beige kid with colored straps and trim, Cuban heels; an Egyptian sandal with cutouts on vamp and counter, Cuban heels; two other sandals of similar type differing only in the straps were followed by a tan oxford with a Cuban heel; then came a two-strap of suede, a three-strap which closed with rhinestone buttons, and an oxford of similar appearance, the effect being obtained by overlays of leather; a blue kid sandal scarcely more than sole, toe and heel, secured by two straps; another of beige suede with tan trim and low, flat leather heels; a slipper of beige with black trim; one with tan trim; a one-strap of beige with black trim; a knee-length riding-boot with tan foot and cuff, the leg being of beige suede.

An ooze sandal with patent leather straps was followed by a tan oxford with a Cuban heel; then a white kid sandal with two straps; gray suede with black trim made an excellent setting for rows of small rhinestones on a slipper; a tan kid one-strap with Cuban heel was followed by an ooze sandal with self-trim and another to taupe kid. The last of the women's shoes was a beige oxford with inlays of tan.

Styles for children and small girls came next. They were very similar to those for their elders. The first was a dark tan oxford with black trim and low heels; then a sandal of beige kid; a Russian boot of patent leather, black feet and cuff with gold bands, white leg; a beige one-strap with tan trim; a white kid slipper with black patent leather straps; a beige sandal with trim of tan kid.

After the intermission the display was of shoes for afternoon wear, both street and house. Both one and two-strap shoes were shown, as also were several slippers and sandals. The material included black patent leather and satin, white and various colored leathers and brocaded fabrics. The styles were conservative, but varied enough to permit buyers to select with freedom.

Features of the "Arch Preserver"

"Civilization added the heel." That is a most important factor which must be taken into account in the construction of any shoe that aims to secure the comfort and health of the foot. This fundamental consideration is one that determines, in large part, the principle upon which the shoe shown in the illustration is built. The manufacturers, the Selby Shoe Co., point out that, "Nature planned the foot to be bare, and to rest flat on the ground as we walk." "This," they go on to say, "provided the support required at all contact points, and as long as people walked barefooted, or in sandals, moccasins and other heelless footwear, there were no foot troubles. But Civilization added the heel, raised the rear of the foot, and not only left the arch unsupported, but shifted more of the weight on this unprotected part of the foot. The normal foot is so designed that when resting flat on the ground the rear part of the foot carries about 75 per cent of the weight of the body, but when the heel is raised, the 'line of thrust' or the weight is thrown forward, and this percentage is greatly decreased; instead, more

falls upon the arch and ball of the foot, and the arch of an ordinary shoe is the weakest part."

"We have no prejudice against heels," the manufacturers, state, "so long as they are not unnecessarily high or small. But we do take exception to the unsupported arch of the foot, because this feature of modern shoes has caused foot annoyance for so many people. It has been stated by reliable orthopedists that 90% of all women have foot trouble of some sort or other."

The patented feature of the "Arch Preserver" is the steel bridge or arch, anchored at the heel and ball, which is intended to give the foot the same walking basis as though the bare foot were on the floor, and to carry out the intention of Nature by



providing a pressure under the inside of the arch, with an unbreakable support at heel and ball.

In considering the characteristics of this shoe, it must not be overlooked, however, that much of their merit is due to the last itself, which is modeled with particular care, involving special measurements and other features claimed to be very beneficial. It may be pointed out, for instance, that the "Arch-Preserver" provides a transversely flat walking base for the entire length of the foot, which is declared to meet the requirements of the foot when bearing weight.

Spot-lighting New Styles

A shoe merchant made a box about 15 inches square. The outside was finished with varnish stain like natural wood. The interior was covered with puffed silk, velvet or other materials as occasion required. In the top of the box, concealed by a narrow valance, an electric light and reflector was placed and a long cord attached so that connection with a light socket could be made.

Every night this box was hung in the centre of the glass in his door, just about eye height for the average adult. In it was shown one shoe only. All evening this one shoe was spot-lighted there and people went out of their way to see "What Jones is showing to-night."

As the Travelling Man Sees Them— The Problems of the Shoe Retailer

The Man on the Road Has a Unique Opportunity of Comparing the Methods and Policies of the Dealer Who is Forging Ahead with Those of the Fellow Who is Falling Behind—Here are a Few Observations from the Experience of a Traveller Who Has Been in Close Touch With the Trade for Many Years

By R. HIGGINS

Manitoba and Saskatchewan Representative of Daoust, Lalonde & Co.

Selling is the great thing in almost every business. Getting rid of the product in volume at a profit is the object, and at the same time the test, of a successful business man.

This world in which we live is a great market place, and all the people in it are traders—buyers and sellers in the market place. The strife of competition is among the sellers; and the captains of industry are always master traders and master salesmen.

It is this broad view of the world at a market place that makes the business career, with its increasing and limitless possibilities, so attractive to the ambitious man.

The salesman today who is forging ahead is the one who is not easily discouraged; he is the man who studies his prospect and conditions, selling only what is best for the district and discouraging the purchase of goods which are not suitable for the buyer's trade, thereby creating a feeling of goodwill and confidence, which after all is two thirds the battle.

Have You The Shoes Your Customers Want

I recall a little incident that happened last Fall in a fairly large sized town in Saskatchewan. The proprietor after I had introduced myself, proceeded to tell me of the hard times, and of the poor prospects of making his collections, not being able to move his goods already on his shelf and a number of other tales which no doubt drove as many prospective customers from his store as he served. But feeling that I should do what ever I could to help this merchant along I decided to stay over another day in the town and find out what was the trouble. I don't think I was any more than two hours in the store when I noticed that only a very small percentage of the customers coming into his store were buying. Whether this was the fault of the clerks or not we (the merchant and I) decided to find out, and to his surprise out of twenty-two customers who wanted shoes that afternoon he was in a position to serve eight of them. This merchant had a large stock but it was unsalable and consequently was worse than useless to him. Such a situation is not altogether uncommon.

The Importance of the Human Factor

The great factor in selling is the human factor, and not the articles we sell. The goods must be right of course; but it is the people who buy and use the goods and therefore it is the people whom we must interest and deal with in getting rid of the goods.

The salesman who sold the merchant mentioned above made a very grave error. He may have been over-enthused with his line, but needless to say it will be useless for him to try to sell this merchant any more goods.

You must give the merchant something he can turn over at a profit, and at the same time of dependable quality.

The Efficient Salesman Always Considers The Buyer's Interests

The fully efficient salesman not only has exact and complete knowledge of his goods and house to place at the service of buyers; he also has his knowledge so organized in his own mind that he will not overlook any fact, or have to hunt around in his memory for any details the buyer should know.

The thoroughly prepared salesman is ready to begin prospecting. Knowledge of the line to be sold and of the house to be represented must be supplemented by knowledge of the territory to be served and of prospective customers and their needs. It should not be merely looking for chances to make immediate sales. It is the salesman's process of business building.

The majority of salesmen regard the closed order as the end of the selling process. It should be regarded as the beginning point of the next sale. The true sale has no end, it is continuous.

The true salesman is not just an "ambassador of commerce" as he has often been called; rather he is a missionary of service.

Two Policies—Quality and Price

In retailing, a merchant has a chance between two separate and entirely different policies, especially in the retail boot and shoe business. The first is to sell the cheapest shoes procurable, leaving it entirely with the customer to decide whether or not the goods he buys are rubbish. There is nothing wrong with this way of doing business providing the goods are not misrepresented—which, however, very often is done, because in this case the price is the first consideration and the tendency is always in the direction of representing a first class article at a small figure.

It's a Question of Ultimate Value

The other way of doing business is to sell on quality—the best that is possible—to represent the goods exactly as they are, to guarantee your shoes and to stand back of every statement made in connection with the sale, to endeavor to give satisfaction and make good anything that is not right as far as the workmanship and material goes in the construction of the shoes you handle, and to undertake to return in full the purchase price if your customer is for any reason dissatisfied with his or her purchase. The price of course is considered in this instance as well as the one mentioned above. This talk and advertising we see and hear about selling shoes regardless of

price is all rot. The price is better expressed in the ultimate than in the nearest terms. Quality remains long after price is forgotten.

The first method we might term as selling shoes at a price, the second as selling for value. Long ago people bought exclusively for value. In the shoe business the shoes that obtained popularity were those that wore forever. Examine any of the shoes that were sold years ago and you will find that the manufacturer had only one idea in mind and that was to give you something substantial—made for wear.

The Average Purchaser Demands Quality

Today people generally buy their shoes on quality, although there are a number still continuing to buy on price, but I think it will take a lot of convincing to make the average shoe dealer believe that a sound and successful shoe business can be established on anything else than quality shoes. In fact I think the man who buys a \$4 pair of shoes will really expect more service than the man who buys a \$10 pair, because the man who buys the better shoes will likely have two or more pairs and will therefore not know exactly how much wear he gets out of any one pair. The man who is in the shoe business will in my opinion find little satisfaction, and probably little profit, unless he handles quality shoes in every line—that is not to offer for sale anything which he cannot in all sincerity not only recommended but also stand behind.

You Must Have the Right Kind of Goods

The country merchant has very strong opposition, not only from other business houses in his own town but from the nearby cities, and one thing he is constantly asking himself is, "how can I combat the oppo-

sition forces?" This should be in a measure comparatively easy. In the first place make sure you have what your customers want; do not try to sell them something just as good, because when a customer comes into your store to purchase he generally does so with his mind made up on the particular shoe and style he wants. I have heard shoe dealers say that they would not buy any more shoes until they disposed of what stock they already had on hand, or at least reduced it considerably. Now this to me sounds like folly, because you cannot get your customers to buy out-of-date shoes and if you have not got the goods you cannot sell them. You are either in business or you are quitting. How often has it been said around your town "there is no use of going to so and so for shoes—all he has is some old styles?" This is not the kind of advertising you want nor yet is it good for the town in which you make your living. It is not very often that the consumer in your district would send out of town for his goods if he could get what he wants at home.

Shoes are Still Being Worn Everyday

The people are wearing shoes today the same as they did four or five years ago. Are you getting your share of the business? Don't give your customers a chance to say that you do not keep in stock the shoes they want. It is true that you cannot satisfy everyone, but I dare say you can make a good many more sales if you look over your stock and keep on hand a limited supply of the goods that are in demand. Get rid of the old shop worn lines, the longer you keep them the more they depreciate in value, and a dollar in the till is worth a lot more than a dollar on the shelf.

Art in Window Dressing



A rare piece of artistry in shoe display was the spring opening window at Levinson's, Hamilton. It was carried out by two of the regular staff, Messrs. Schwartz and Burjaw

This Salesman Was Up Against a Tough Proposition—And He Fell Down

The first essential to successful advertising is a well-trained sales-force, who know the goods and the service that are advertised and are in a position to supply them.

If a customer comes to your store to get a certain type of shoe, which your advertising leads him to believe you carry, it is often dangerous to try and palm off something else on him. A lot of people want just what they want in the way of shoes, and nothing else will satisfy them.

An actual instance of the untoward results of poor salesmanship, which lost a sale and a possible permanent customer for the store recently came to our attention. The store in question advertised a full range of A— and Company's English-made shoes. Mr. R— had heard a favorable report from a friend of the wearing qualities of these goods and decided that he wanted to buy a pair. He went to the store with a definite idea in his mind as to what he wanted—a pair of brown boots, size 8E, with wide toe—not a very difficult specification to comply with, one would imagine, in an English shoe. He told the clerk what he had in mind, and the latter after some searching produced a pair of rather narrow-toed shoes—and narrow toes happened to be Mr. R—'s pet aversion. He expressed himself quite strongly on the subject, whereupon the clerk next produced a pair of black shoes, and thereby further irritated the customer, who got up and left. He then went down the street and dropped into another store, where he saw some of A— & Company's shoes in the window. On being approached by a salesman, he again stated his requirements—a wide-toed boot, brown, size 8E, of A— & Company's make. This man sized up his customer in a moment—he saw that he was not one to

whom it would be easy to sell something different from what he asked for—and he had not the shoe he asked for in stock. "I know exactly the shoe you want, sir," he replied, "but I'm sorry we haven't it in stock at the moment. However, if you can wait for three days, there's a shipment on the way, and I know we can suit you exactly." The customer waited the three days, came back and got a pair of shoes with which he was highly pleased, and he carries with him a pleasant impression of the store and the salesman. He feels that here is a man who knows his job, knows his stock and gives the customer credit for knowing his own mind.

Wherein was the clerk who waited on Mr. R— in the first instance in error? The assumption is, of course, that he did not have such a shoe as the customer asked for, in A— & Company's make, in stock. Admittedly he was up against a difficult situation. No salesman wants to pass up a sale these days if there is any possibility of closing it. The merchant himself was largely to blame, because his stock was not in proper shape when it was not possible to meet such simple and ordinary requirements as this customer specified. The salesman's inability to handle the situation, lay first, in his lack of foresight and ignorance of the condition of the stock. If he had been wide-awake he would have known when that particular line was sold out, and would have enquired as to when the next shipment was due. He would then have been in a position to tell the customer that he would be able to supply his requirements by a certain date. At any rate he showed his incompetence as a salesman when he failed to size up the man with whom he was dealing as one who would be satisfied only with the article for which he asked, and could not be put off with something different.



Doesn't It Happen Every Day?

Four Little Real-life Anecdotes Showing Why Some Customers Bought and Some Didn't—The Lessons Taught are Applicable to Furniture Stores—They Are Actual Experiences

Selling Something More

"Yesterday a woman I know went into a store on Yonge Street to buy a coat for motor-ing. They were advertised at \$19.75. She did not like this particular coat and the saleslady showed no inclination to show her anything else, so she went across the road and asked to be shown a coat selling at not more than \$25.00. The saleslady was obliging, knew her business, put herself out to show her what she had and sold her a coat for \$35.00."

Never Doubt Your Customer's Ability

Not long ago I went shopping with a girl friend. She had to match some thread. The material was a Mountain Haze taffeta, a sort of green shot with rose. We showed the girl the piece of goods and asked for a green to match, she looked at it and said "That isn't green, its blue." She brought a few blues out, but of course they didn't match. My friend was getting peeved by this time and told her to bring a green but she insisted upon the blue. Just then a busy little person behind the same counter stopped and asked if she could get it for us; she looked at the material and said, "Will either green or rose do?" We assented. She was a pleasing contrast to the other girl who had so rudely questioned our ability to distinguish color tones.

Too Much Enthusiasm

Recently I went into one of the local hat shops in the quest of a hat for afternoon wear. Upon going into the first store, the saleslady submitted several which I certainly would not consider for a moment because I did not like any of them at all. However, the saleslady was very enthusiastic over a certain one of these and repeatedly said, "Oh! that is really stunning! You could not possibly get anything to suit you better. Why not decide on this one?" I will not say what this hat really did look like. I then told her that I did not care for that particular one, so she did not offer to produce any

more. I then went into another store, and the saleslady said, "Won't you just look around and see if you can find anything you really care for? You would probably know best the kind of hat you prefer." After looking around for a short time, I saw one that appealed to me very much, tried it on and the result was that I bought the hat.

Whose Fault in This Case?

My wife had a credit balance in a furniture store of about \$40.00. An article of furniture was required at the time, so we decided to make use of this balance. We applied to the manager of store (cash customers so far as he knew at the time) and asked to be shown his line. He had only one of the required article in stock and it was entirely different to the design desired. He said a traveller from a certain manufacturer had been in the store that morning and was going to make him a special price on some discontinued lines of this particular article and that it would be worth waiting for. We came in the following week but were advised that the manufacturer had not yet made delivery, and to come back again the following Saturday. A call on Saturday brought forth the same reply. This continued for nearly three weeks. Had it not been for the fact that a credit balance was standing, we surely would have gone elsewhere, where the selection would have been better. The fact that the manufacturer was located right in the city would seem to point out that this dealer, possibly through no fault of his own, might have lost a sale by reason of delayed delivery. Needless to say, we became aggravated at the delay that our dealings with this store are terminated.

The Capital Furniture Store, 45 and 47 High Street, Moose Jaw, Sask., has recently opened up for business at this address, carrying a full line of furniture and house furnishings.

E. Shackleton, of Wiarton, Ont., has recently purchased the retail furniture business formerly operated by James Hunter of the same town.

A "Put in the Booklets" Sign

"I had difficulty always getting leaflets, etc., supplied by manufacturers, into circulation," explained the store manager, in answer to the writer's question, "until I thought of that sign. I kept after the boys about it, but they would just plumb forget about four out of five times. That card corrected the condition. Now, I believe at least 19 out of 20 bundles go out with advertising literature inside. And those figures hold, not for a week or so, but for the whole year."

The sign which had moved the writer to investigate was a small affair, perhaps 4 inches by 12 inches. It read, "Put in those Booklets!" It had a position on the wrapping counter, facing the rear so that a clerk going about the wrapping of a bundle could hardly avoid seeing it.

Then there were several leaflets, blotters, etc.,

in a handy simple cabinet, a good supply of each.

The manager's instructions to the clerk are to put two or three pieces of advertising matter in every parcel he wraps. As to just what these shall be, he is expected to use judgment. There is no purpose in advertising an article to a man who can hardly be conceived to be in the market for it. Sometimes the article just purchased will suggest a leaflet. Whether the customer is a farmer or a city resident has something to do with it. "What is his buying power?" is another question.

The manager figures that the labor doesn't cost the store anything; the advertising literature doesn't. And there are definite possibilities in such advertising, distributed to the right people. This store has traced sale after sale to bundle inserts.

The Wrong Side of the Street

In practically every town and city there is a main street upon which business is done, one side of the street being better for business than the other, for some reason or other. Yet stores are to be found on both sides of the street, the right side and the wrong side. Yes, and merchants on both sides of the street continue to do business, although those on the wrong side feel the difference.

Cases are known where the wrong side of the street has been turned into the right side by co-operation between the merchants on that side of the street. Unfortunately, this co-operation cannot always be secured, and the merchant on the wrong side of the street who wishes to forge ahead and succeed, as those on the right side of the street are doing, must generally fight his battles alone.

The experience of a shoe merchant who from necessity had to be satisfied with a location on the wrong side of the street will probably give others, so situated, ideas that will help them to wring success from the situation.

When it was learned that the shoe dealer was going to open a new store at a certain point, all the rest of the shoe dealers chorused, "His store is on the Wrong Side of the Street." The phrase stuck in the merchant's mind, "Wrong Side of the Street." He rather resented the imputation, too, for he believed that a good store could do business anywhere in the town. Then came to his mind the words, "My store will be the Right Store even if it is on the Wrong Side of the Street," and the slogan he afterwards selected was born, "The Right Store on the Wrong Side of the Street."

The people took up the phrase and before long everyone in the town knew where the new shoe store was, and visited it to see what kind of a store a "Right" store could be. Soon the farmers in the surrounding territory began to ask for the "Right Store

on the Wrong Side of the Street," and business boomed.

"All I had to do after that" said the merchant, "was to see that my store was the 'right' store, and I did."

A Growing Concern

F. Therrien, who secures a good share of the North End family trade of Montreal, comes from a shoe family, his father having carried on business at Laurentide, P. Q., for many years. After being with his father for some time, he started on his own



F. Therrien

account twelve years ago as a retailer in a small store on Laurier Avenue, West, later removing to the present location, which is a much larger store.

One of Montreal's Newer Downtown Repair Shops



One of the comparatively recent developments in the shoe repairing trade of Montreal is the number of stores opened in the business sections of the city. These all, more or less, make a feature of "Repairs while you wait," relying also upon a certain amount of work in the district and upon orders brought in from outside points. The last-named is a variable quantity, in that the tendency is to get repairs done in the neighborhood in which people reside.

The Standard Shoe Hospital, 419 Phillips Square, Montreal, owned by S. Levy, is one of the latest repair stores to be opened in a district midway between the downtown and uptown business sections. There are some residences near, but office buildings are in the majority.

Mr. Levy learned his business partly in England and partly in Canada. He worked at the bench and saved sufficient to open a store, in September last, at the above address. The trade had to be created. This has been done by means of advertising through leaflets and blotters, distributed in the offices, and by personal letters. Some of it is of the transient character—people who are attracted by the mere fact that the store is there and is convenient. Besides this, Mr. Levy states that he has endeavored to retain

every customer by giving the utmost service and by the quality of the work turned out.

The store has two windows, quite shallow, with a doorway in the centre. On the one side there is a large card with the words, "We repair shoes by the Goodyear welt shoe repairing system." The other window contains a sample of the work and a variety of shoe accessories. On the glass of the door attention is directed to the fact that "Repairs are done while you wait—Shoes made to order and rebuilt."

The interior is of considerable width, although the store is not very long. The mechanical equipment is to the left of the entrance, and is in view of the public. The machinery consists of a U.S.M. repair outfit and two sewing machines, these being situated behind the counter, which runs almost the entire length of the store. A cash register is located at the end of the fixture. A stock of laces, polishes, and other findings is kept on shelves at the rear of the counter. The right hand side of the store is occupied by a shoe shining stand with six chairs. Ladies constitute quite an appreciable portion of the customers in this section. Mr. Levy states that he has found the shoe-shining department a good revenue producer, and he is able to employ a man to look after



Standard Shoe Hospital, 419 Phillips Square Montreal

this section exclusively. Naturally there is not a steady flow of customers, but even so, he is quite satisfied with the results. In a business located in a district of this character, it is essential to provide facilities which will appeal to the class of possible customers, and a shoe shining department is one

which seems to be suited to the location of the store. Besides that, it has worked in very well with the repairing trade, people who bring in orders patronising the shoe shining department, while many of those who were attracted to the store by this feature have become customers for repair work.

Finishing the Repair Job

The Second of a Series of Articles on this Important Subject by Oliver M. Brooks

The finishing of tan and colored bottoms on repair work is a matter that requires more care and attention than the black one-color treatment.

Next to the all-black bottom, the repairman is most likely to make a success of the tan one-color treatment. This, as in the case of the black, may be successfully accomplished with a good grade tan edge ink.

Owing to the transparency of tan and other colored bottoms it is necessary to start at the beginning by selecting the clearer colored and most even stock for the colored work. It must be borne in mind that any slight scratches, marks or blemishes in the grain will show far more conspicuously in colored bottoms and for this reason any stock so marked should only be worked on black shoes and the clearer stock reserved for colored work.

Blemishes more Noticeable in Colored Work

Be careful to use only clean water in tempering, since water marks, stains or discolorations will show through the colored bottom finish. For the same reason additional care should be taken in benching the colored work and every effort taken to avoid marking or blemishing the bottom by hammer, stitcher, oil stain or other means.

The bottom must be allowed to dry out evenly after being worked and benched and then gently, evenly buffed all over. Avoid buffing too deeply and cutting through the grain. Buffing while too damp will cause discolorations that nothing will remove, while uneven buffing will result in uneven coloring that will have a "patchy" look.

Buff in one direction only, avoiding coarse buffing papers on the finishing roll that would have a tendency to scratch the bottom, striving for as even depth of cut and smooth finish as possible.

After buffing the bottom may be bleached, using one of the prepared bottom bleaches or a weak solution of oxalic acid. This will remove water stains and other slight discolorations and will result in producing a more even ground color bottom for coloring and finishing. However, time is such a valuable factor in busy repair shops that many will prefer to dispense with the bleaching operation except where absolutely necessary, passing directly to the coloring or inking operation by which means reasonably good results can be secured.

Dirty Ink Makes a Dirty Job

Now, having carefully prepared the job, do not undo the good work or expect to get satisfactory results by using a corroded, discolored or dirty ink. Clean ink pots are one of the hardest things to find

in the average repair shop, but they are absolutely essential for good results. Wash the ink pots frequently and thoroughly and use the ink, especially the colored inks, only in a fresh state.

A tooth brush will give good results in inking heels and edges, but a flat soft hair brush should be used to flow the color on the bottom. Make a smooth even coat, stroking the bottom only in one direction and set bottom up to dry.

Just a remark here concerning ink! Do not condemn a colored edge and bottom finish as no good if you find that when you get it on the uppers it is hard to get off. Remember that it is made to color and stain bottom leathers, and if it has good penetration, so much the better. If you get it smeared all over the uppers and it stains and sticks to them, blame the one who put it on the wrong place and not the ink for staining as it is supposed to do.

When the bottoms and edges are dried to the desired degree of temper, contact should be made first with a cloth or seersucker brush to "pull down" the bottom color to one even tone.

Edge setting will be best done on a hot iron. Hot setting of the heel edge is hardly practical for the repair man doing machine finishing and recourse must be had to the friction finishing roll and wax of the desired color.

Getting the Lustre

After brushing, the bottom may be finished on a bottom finishing roll of leather, corrugated rubber or felt, or, if desired, this may be dispensed with and the next operation be performed on a stiff hair brush using a little colored wax on the brush. Follow with a thorough brushing on a softer hair brush using a little stick polish on the brush and after thoroughly brushing in the wax to a hard finish the final lustre can be greatly improved by a light polishing on a long cotton yarn brush. This yarn brush should be clean, free of all wax or sticky substances and the operation lightly performed when a much higher and more permanent lustre will be obtained than can be secured from the stiffer hair brushes.

Now if the work has been thoroughly done, the bottom will be even in color, free from stains and blemishes or scratch marks and a little lighter in tone but of the same color scheme as the sole and heel edge.

The Oak or Natural Bottom

A more difficult bottom with which to get high class results, much less frequently seen in repair shops and therefore a valuable one for the man striving for better and more distinctive finishing effects,

is the oak or natural bottom. This is particularly well adapted for full sole work, but can be used to good effect upon half sole work by blacking or coloring the shank or waist and the butt of the half sole.

As in all colored bottoms, special attention must be paid to the selection of stock for a good natural finish. Stock that is in any way scratched, fly marked, badly stained or unevenly grained will not give good results for the natural finish, because the finishing up will only have the effect of emphasizing defects.

Great care, too, must be paid to each step of the benching operations to avoid damaging, staining or otherwise marking the bottom.

The Use of the Slicking Stick

Trimming and heel scouring having been done, all buffing operations are for this treatment omitted. In place, the bottom may be well given a good slicking or rubbing with a slicking stick. For this the Old-Timers declare that nothing equals the hard slender shank bone of a deer leg—to which we are inclined to agree—but since deer bones are not always available a good substitute will be found in a lignum-vitae wood rubbing stick which may be purchased from any of the larger shoe findings concerns.

Removing any possible discolorations and reducing the leather to one even tone is the next important step. Several methods of doing this are available, but the most practical and economical for the repair man is by the use of one of the sole leather or bottom bleaches which can be easily obtained from the better findings or blacking houses.

Sole bleach usually comes in a nearly transparent, not too pleasant smelling, liquid state and is simply brushed over the sole and allowed to dry. As the name implies, it bleaches the stock to an even lighter tone, removing any slight water stains or discolorations and giving a ground color upon which to build up the finish. When dry it is ready to finish.

Clear color stains, obtainable from the same sources, may be used as the next operation, producing almost any color or tone of natural finish desired. The very simplest is to follow the bleach with a light, quickly-applied coat of common laundry soap worked up with a little clean water on a rag or small sponge and rubbed quickly over the bottom. This gives a little more of the desired, but elusive, golden natural finish and has the added advantage for repair shop use of making the bottom less liable to pick up dust and dirt.

Brush gently on a soft machine brush. Now ink the parts desired to color, whether it be black or tan, and allow to dry to temper. Finish the edges and heels as for black or tan work, leaving the bottom untouched till last.

Apply a little stick polish on a soft clean hair brush, working it well into the leather till a hard finish is obtained. Finish off the whole on a clean yarn brush and you should have a bottom that looks like leather, that is, leather at its best—with its beauty brought out and its wearing qualities kept in, and as such a thing to be admired and appreciated by all who have eyes to see.

H. A. Mahaffy Undertakes New Activities

Mr. H. A. Mahaffy, the well known manager of the Premier Shoe Repair Stores Limited, Toronto, has severed his connections with that Company but

will still retain an interest in the shoe repairing store at 146 Bay Street, Toronto. He has just announced his appointment as a sales and service depot for the Universal Shoe Machinery Limited, of Montreal, and will have installed at the above address a complete outfit comprising the latest type of 22 foot finisher and electrically heated stitcher, of the latest design, the last word in machinery of this kind and he extends a hearty invitation to his old friends and others interested to call and examine this outfit.

A Letter To The Ontario Repair Trade

Now that all the Shoe repairers of the Province have received their circular letter, asking for the small sum of One Dollar. How many have complied with the request? We will say quite a number, but not a fair percentage as yet.

Have you all decided to come to the Convention? We hope you have. Prospects are excellent and we are expecting a large turnout.

Now, down to business, as you know, a great Convention cannot be run on air. Dollars are needed to the fullest extent to carry on the good work. We want to make the Convention as free as possible this year and are depending on your Dollars to do it. Let us all pull together and put over the greatest gathering of the Shoe Repairers ever assembled before.

Now is the time to chase along that little green-back. If you have not received a letter asking for your hearty support, please take this as an invitation to that effect. Pack up your little dollar, send it along to us, and get your receipt returned the same day marked "Thank you, on behalf of the Federation. Nineteen Hundred (1,900) etters have been mailed to date. Some of the boys are sending in two dollars saying that one is not enough to cover expenses. The treasury can stand a stampede of dollars, which will be put to use for the benefit of all who are willing to take hold and help push this great undertaking over the top, with a bang.

Arrangements for the convention are well under way. Some great speakers have consented to give their best, hotels are making things ready for your comforts, in fact everyone is preparing to look after your interests, while visiting the historic "Telephone City." We are sure you will not regret a couple of days spent in one of the best cities of the Province of Ontario.

Knowledge, when coming from hundreds of different sources and all put together, as it is at a great convention will give success to all.

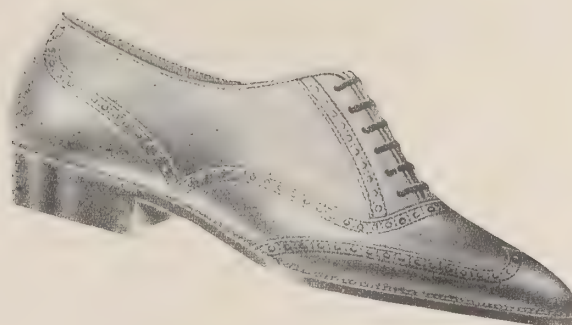
"Subscribe to and read the Trade Journals"—that is one of the slogans this year. Let us all work together for the benefit of all.

Sincerely yours,
(Signed) Walt. Stevens.

Universal Installations

D. Laplante, of St. Lambert has recently installed a Universal stitcher. Xavier Tremblay & Fils, Chicoutimi West, have added to their equipment a Universal model "T" stitcher. S. Wineberg 30 Rachel St. East, has installed a Universal model "FS" Finisher with motor.

J. Yearsley, 355 Princess Street, Kingston, Ont., is re-equipping his shop and has dispensed with his present stitcher and finisher and is putting in a new model up-to-date Universal Stitcher and FC Finisher.



The Most Complete Range of Children's Staple Lines

CHILDREN'S SHOE PRODUCTS
have built up a reputation which is
sufficient in making them ready sel-
lers.

They are constructed entirely of the
most dependable materials in a plant
noted for its excellent equipment.

Women's, Misses', Boys', Youths'
and Infants' McKays and Imitation
Goodyear Welt—a complete range,
at prices that will surprise you.

Come and see us before placing your next order.

Children's Shoe Manufacturing Co.

37 Colomb Street - Quebec City

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Allen E. Doig is the manager of the Maritime branch of the Gutta Percha & Rubber, Limited, which was recently established in St. John, N. B. The company have fine offices at 64 Prince William St. and are carrying a stock of both rubber footwear and auto tires.

Ed. Bouckley, 7 King St., East, Oshawa, who has been in the shoe repairing business for 14 years, has added a retail shoe department and, in keeping with the expansion of his trade, has installed a handsome new store front.

A veteran of the shoe trade, and also of the Fenian Raid, passed away recently in the person of William Sloan, 814 Grosvenor Ave., Montreal. The late Mr. Sloan was a Montrealer by birth and had carried on a retail footwear business for many years. At the time of his death he was eighty years of age. When he retired from active business, the firm of Sloan Brothers, shoe merchants, became extinct.

W. G. Fallen, of the Defender Shoe Co., has been making a trip through the Western territory where he has been meeting with success in the introduction of the Arch Defender Shoe. News of him comes from the coast cities, and it is evident that his demonstrations have been arousing popular interest. The Hudson's Bay Company's store in Victoria have been given the exclusive agency for the "Arch Defender" in that city and Mr. Fallen got the business off to a good start by an address to the employees of the shoe department which was given considerable prominence in the daily press.

W. T. Batstone, one of Hamilton's prominent shoemen, has opened a second shoe store at 246 James St., North, having bought out the stock of J. Cooper at that address. These premises have been remodelled and Mr. Batstone's son, Harold, takes charge of it. The original store is located at 19 McNab St., North.

A new store has recently been started at 148 James St., North, Hamilton, by S. Sutton, who formerly operated a business at 152 James St., North. Mr. Sutton has put in a complete stock and is optimistic about prospects at his new location.

The New England International Shoe and Leather Exposition and Style Show, otherwise known as the "Boston Show," will be held this year on July 9, 10, 11 and 12. Exhibit space in the big Mechanics' Building is already almost completely allotted.

S. Millock, shoemaker, has commenced business in Fort William, Ont.

Day & Martin have been registered at Toronto.

The General Shoe Repairing Shop has been registered by William Nowicoff, Montreal.

Hanger, Chattaway & Smith, leading manufacturers in the old English shoemaking City of Leicester, where the first in that country to adopt the Wilson Process of making the flexible, tackless, highstyle type of shoe which is now termed "Wilson Sewed." It is interesting to note that after two years of steady growth in their Wilson Sewed output, this firm announced in a recent issue of the English Shoe and Leather Record that in England women's shoes made by this process "have gradually gained favor and are today acknowledged to represent the premier system of light-shoe making."

It has been announced that a new factory building will be built for the Brandon Shoe Co., Brantford, to replace that destroyed by fire.

J. A. McCaughan & Son, Montreal, have established

themselves in their new offices at 390 Papineau Ave.

Saxe's Boot Shop have moved into their new premises, 170 Sparks St., Ottawa.

A second store has been opened up at 882 St. Catherine St. E., Montreal, by Henri Audette. Mr. Audette is also proprietor of the shoe business at 1367 St. Catherine St. E.

W. Eldridge, Davis Street, Vancouver has moved into a new store opposite his former premises.

Mr. Gilbert Bonner, of the Bonner Leather Co., Montreal, visited the trade recently in Western Ontario, in company with their representatives in this territory, Messrs. Dufton and Puncher.

Ludlow Brothers, men's wear and shoe merchants, of Brantford, Ont., have recently established themselves in new premises at 92-94 Dalhousie St., in that City. They have a store that is splendidly equipped and presents a very attractive appearance to the passing public. The shoe department is in charge of H. Broome, M. Broome and T. Linscott, all of whom are graduate practisedists.

J. H. McGee, representing the Perth Shoe Co., and the Newport Shoe Co., in Western Ontario, Manitoba, and Saskatchewan, will be opening a permanent showroom in Winnipeg within the next week or two. Mr. McGee has just returned from the West, and states that the merchants are doing good business, and feel very optimistic. Crop conditions are splendid throughout Manitoba and Saskatchewan.

A. E. Jones, who only recently has been engaged in the retail shoe business in Montreal, has just been appointed representative for the Hannahsons Shoe Co., Haverhill Mass., fabric footwear manufacturers, in the Province of Quebec. Mr. Jones has had long experience in the shoe business in its several branches, and is particularly well equipped to serve merchants in the Province of Quebec. He is very enthusiastic about his new connection, and is looking forward with a great deal of pleasure to the opportunity to show this money-making line to his many friends in this section.

Reg. J. Johnston, of London, Ont., whose name is well-known in the shoe trade of that city, has started a new business at 206A Dundas St. He features only popular priced lines.

A shoe store has recently been established at the corner of Christina and Lochiel Streets, Sarnia, by A. G. Saunders. It operates under the name "Saunders Shoe Store," and is managed by H. A. Lloyd.

Chas. Abdallah, an experienced shoemaker, has opened up at 62 Dundas St., London, Ont., in the custom shoe business. He not only makes high-grade shoes to measure, but also specializes on footwear of every type for cripples.

N. Bernardo has purchased the shoe repairing business, operated at 87 Dundas St., London, Ont., as the London Art Shoe Repair Co., from its former owner, A. Le Capetina. The premises are roomy and fully equipped with machinery.

It is reported that building operations are starting on new premises for the Chapman shoe store, Ailsa Craig, Ont., which was burned down in the fire which destroyed a section of the town.

Edward L. Schram has opened anew retail shoe store at Park Hill, Ont. He has a central location and an attractive stock.

"Jim" Lawther is on a selling trip through Northern Ontario with the latest Hartt samples.

McKAYS WELTS STANDARD SCREW



Footwear for the Family

More Style

Better Value

The retailer who is anxious to serve his trade with a really high grade range of moderate-priced footwear will find the Ludger Duchaine lines exactly to his liking.

For years this footwear has been steadily building up a sound reputation and enlarging its field of sales until now it is known throughout the Dominion.

Your jobber will gladly forward samples and full details. Get in touch with him now.

Welts for Men, Boys,
Youths, Women and
Misses; McKays for
Men, Boys, Youths,
Women and Misses;
Standard Screw for
Men and Boys.

HUDGER DUCHAINE

593 St. Valier St., Quebec

—just a reminder!

The Season for
**CANVAS
SHOES**
Is Practically Here

Have You Sorted Your Stock?

Now is the time to look it over, and make sure that you can supply all the sizes in the various models that will surely be wanted soon. Many additional sales will be assured during the busy season by attending to this now. Sometimes, we fail to appreciate fully the effect of disappointing customers; a size or style lacking and your valued customer goes to your competitor—perhaps to form a permanent buying connection. Avoid these possibilities by sorting your stock in ample time.

Gutta Percha & Rubber
—LIMITED—

Head Offices and Factories, Toronto

Branches from Coast to Coast





Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Signs of the Times in Canada's Industries

There has been no apparent change recently in the general financial and industrial situation in Canada, which means, we believe, that conditions are improving. Industrials, judged by the stock market, which is generally a pretty fair indication, are at least holding their own. In the construction industry, which comes second only to agriculture in its vital effect upon business conditions, there is a very large programme of work under way throughout the country, and the prospects are for uninterrupted activity during the balance of the season.

Two other very important industries that show increased activity are mining and pulp. A big event in the financial world has been the Eight Million Dollar bond issue of the Belgo Paper Co., which has now been turned into an entirely Canadian Company. This issue, at last reports, is being rapidly taken up.

Another encouraging feature is the splendid condition of crops all over Canada. This may suggest the possibility of continued low prices for farm products, but, after all, nothing is better calculated to help the "morale" of the country at large than a bountiful harvest.

The one disappointing element in the situation is the consistent report from various lines of retail business that trade is slow. This is undoubtedly due in part to abnormal weather. There is no unemployment in Canada to speak of. This being the case, and with the basic industries in a healthy condition, we have good reason for optimism.



“EMPIRE” GLACE KID

is everything that you would expect—and more. Only the best raw materials are used, which, combined with the best workmanship, means the turning out of a KID second to none on the market.

Empire Kid is sold in an up-to-date variety of blacks as well as new colors.

Empire Kid is a guarantee in itself.

PAUL GALIBERT

MONTREAL

Branches: Quebec City and Kitchener, Ont.

Changed Conditions—Their Effect—and the Remedy

Twenty Years Ago Styles Held Good for More Years Than They Do Now for Months—Retailers and Manufacturers Alike Vitally Interested in Educating the Public to Saner Viewpoint

By JOSEPH DAOUST

Ex-President, the Manufacturers' Association of Canada, and Acting President Montreal Chambre de Commerce

Looking back over the thirty-two years of my business life, it is surprising to note the number of changes in the shoe trade.

Very few firms have survived the period of which I speak. There are one or two who have remained until today; others have changed ownership; the founders of many others have either died or have sold out. Altogether, about one hundred and fifty shoe manufacturers have gone to the wall, and about 25 have retired, because they found that they could not make money,—in fact, some of them lost considerable sums.

Industry Over-crowded

The industry has passed through many difficult periods. In my opinion, one of the principal reasons for this condition, and for the fact that the industry as a whole has not been remunerative, is that it has been over-crowded. Quite a number of men started with limited capital and not sufficiently equipped in the matter of experience. The result has been injury not only to these men, but to others more qualified in every way. The starting of factories by men of this type has meant intense competition,—competition founded on want of knowledge as to the cost of manufacturing and marketing goods, and neglect to figure correctly such cost into the price of the manufactured shoes. Other makers of shoes have had to meet that competition, which was, I consider, of an unfair description, with the result that profits were either nil or very small.

These are the facts which can be put against the many statements that shoe manufacturers are making substantial net returns on their capital. The large number of failures is a proof that the industry is not the gold mine which some outside that industry would lead the public to believe. Those of us who are on the inside know only too well the financial and trade difficulties. We are not complaining, but we desire the facts to be plainly stated.

The Problem of Style

The multiplication of styles has been a curse to the trade. It does not seem possible to find a solution,—at least I have not come across anyone who has offered a real remedy. Everybody, from the manufacturer to the retailer, knows that there are too many styles, and we are anxious to reduce them.

Can we educate the public to be less exacting in the number of styles,—to be content with shoes which will meet every reasonable requirement, but which will not go to the extreme? Surely if there were fewer manufacturers, the factories would be more fully employed, each with its own styles.

Twenty years ago the manufacturer ran the same last and styles for five years or even longer; today the styles change almost every three months. This in-

volves heavy expenditure for lasts, patterns and dies—an expenditure which it is almost impossible to charge against the cost of the shoe, owing to the keen competition. The outlay for lasts, etc., is a very important item, and the failure of a manufacturer generally results in small assets, because of the large sums tied up in lasts, which are not of great value to anyone else.

Retailers, as well as manufacturers, are vitally interested in reducing the styles. To retailers it will mean smaller stocks, consequently less capital tied up, and the reduction of losses from broken and obsolete lines. It is a difficult problem to tackle, especially when the public are calling for more and more varieties,—to the detriment of the shoe trade generally.

Do You Know Him ?

This is not a photograph of a "Movie King." One might think so at first glance, but it isn't. Look again and you will see that it is J. A. Coleman, known to every shoe manufacturing concern in Montreal as "Artie," and one of the United Shoe Machinery Company's most popular salesmen.

"Artie" has been with his firm many years. The



J. A. Coleman

way has been smooth for him most of the time, but he has done most of the smoothing himself, so to him be the credit. He is a hard worker and misses very little in the way of orders.

Everybody was glad to see "Artie" around again after his recent illness.



Masters of the Lasting Art

The real test of a successful last organization is the manner in which its creations are accepted by the public. The manufacturer who can confidently build his shoes on lasts that he knows will win the public approval is assured of enviable prestige, rapid growth and certain success.

Shoes built on United Lasts have always been popular. The wide scope of our organization enables us to keep continual touch on the style pulse of the public. For this reason United modelers have gained a reputation for their ability to anticipate fashion trend and to always supply the demand.

*Build your shoes right—from the ground
up—by using United Lasts*

United Last Company Limited

Lasts and Upper Patterns

Montreal, Quebec

Toronto Sales and Pattern Shop - 76 Richmond Street East

The Problem of Figuring Costs to Safeguard Profits

Application of Manufacturing Expense to Cost is One of the Hardest Problems the Manufacturer has to Face—Inability, or Neglect, to Solve it Causes Many Failures—Overhead Should be Figured in Costs on the Basis of the Average per Pair—An Explanation of How and Why

By HOWARD P. COBB, C.P.A. and Industrial Engineer*

The story is told of a certain manufacturer who offered to pay out of his own pocket to have a cost system installed in the plant of all his local competitors, claiming that such an outlay would save him money. His basis of reasoning was that his competitors did not know their cost to manufacture and therefore were under-bidding him, who did know his costs, and were interfering with his legitimate business, even while they were in the process of going broke.

Rule of Thumb Methods

There are many small manufacturers in the United States who conduct their business by rule of thumb methods, or no method at all. In other words, they sell their shoes at whatever price they can and trust to luck that they will come out whole.

It is true in the shoe centres of the United States, cost of the major elements entering into the production of shoes are practically the same to all manufacturers. By that, I mean that upper leather costs each manufacturer the same, except that possibly one man can buy a little cheaper than another if cash is available, that labor is about the same in different localities and that the cost of a plant in which to manufacture the shoes would be about the same, that is, for concerns of the same size. Therefore, the difference in price as between one manufacturer and another of the same size resolves itself into more efficient shoe-making and a smaller manufacturing cost per pair. How is the smaller manufacturing expense obtained? It is obtained by a closer supervision over the many details entering into it and is reduced by the increased volume of sales which comes by reason of lower prices.

Application of Manufacturing Expense to Cost

The application of manufacturing expense to cost is probably one of the hardest problems which the manufacturer has to face.—First to obtain what the manufacturing expenses really amount to, and then how should they be applied to cost. Some manufacturers use a percentage basis; that is, they figure their manufacturing expenses say at 10 or 15% of the selling price. But they are putting the cart before the horse because the selling price should be based on total cost, plus a profit, and by this method they first have to know what the selling price is before they can complete the figuring of cost. It is an easy method, but it doesn't mean anything, and the only possible argument in favor of it is, that it distributes the manufacturing expense among the shoes in proportion to what is supposed to be their

value. For example, supposing that you are making one shoe for \$3.00, and another for \$3.50 on a percentage basis of 10% for manufacturing expenses, we charge 30 cents into the cheaper shoe and 35 cents into the more expensive shoe, but the proper absorption of the manufacturing expenses depends wholly on your selling a sufficient proportion of the more expensive shoes as compared with the cheaper shoes, so that in total you account for all of the manufacturing expenses. This method is not logical. Manufacturing expenses should be figured in costs on the basis of the average per pair; that is, the average cost per pair for last season adjusted by the number of pairs that is expected to be produced this season. This sounds complicated, let me illustrate it.

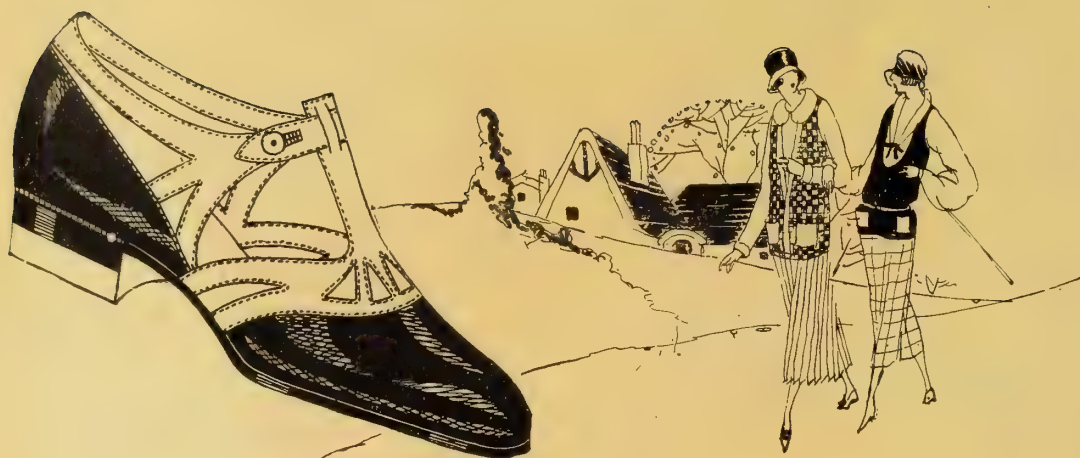
Relation of Volume to Manufacturing Expense

For example, assuming that a manufacturer knows that his approximate manufacturing expense for twelve months will amount to \$50,000, if he manufactures but one pair of shoes, then his manufacturing expense per pair will be \$50,000; if he manufactures 50,000 pairs, it will be \$1.00, and if he manufactures 200,000 pairs it will be 25 cents, and that is about what it should be. Let us then look at the question of manufacturing expense from that angle—that is, not how much our manufacturing expenses have been per pair after the year is finished, but let us consider in advance how many pair of shoes we have got to make to get our manufacturing expenses down to the point at which it ought to be, and figuring from that angle we have a better opportunity to figure our selling price down. In using the word "cost" here, I am speaking of the estimated cost. Shoe manufacturing is a great deal like the contracting business in that the product is usually sold at a price before its manufacture is commenced and it is only by effecting economy and efficiency in its production that the article can be manufactured at the price at which it is sold. You gentlemen who have been reading some of my articles will note that in "Manufacturing Expenses," I have classified only elements that are fairly constant. In other words, expenses that do not vary with volume. This is done principally so that problems such as we are discussing can be worked out. Let each manufacturer work this out for himself.

First: What is the capacity of the plant? How many pairs of shoes could you make in twelve months, if you had the order?

Second: How much will it cost for manufacturing expenses in that time? That is what will it cost, no matter whether you make 800 pairs or 1,000 pairs a day.

*Before Convention of Shoe Manufacturers' Association of Canada.



EVERYWHERE

for every wear

STRIKING CREATIONS IN BLACK-
AND - WHITE SPORT AND WALKING
SHOES ARE TO BE SEEN EVERYWHERE. THEIR
POPULARITY IS TREMENDOUS—
PARTICULARLY THOSE MADE OF

BLACK BEAUTY

CHROME PATENT SIDES



BLACK BEAUTY—A Product of the Robson Leather Co. Ltd., Oshawa, Ont.

(You have got to have an organization, you must pay for rent and debt, light and power, etc.).

Third: Having arrived at your total manufacturing expense estimated for a year and the total maximum production which your plant can turn out, what then is the maximum manufacturing expense per pair that your plant is capable of doing?

Admitting again for the moment that the cost of the major elements are the same to all manufacturers per pair, what would be your cost per pair at maximum production, and would that cost permit you to sell your products at a price low enough to obtain maximum production?

Losing With One's Eyes Open

Maximum production would be an ideal, but ideals are seldom realized. Let us then figure not on maximum production, but on a production as near the maximum as general business conditions and the selling prices which we have arrived at will permit. We will assume that maximum production is 200,000 pairs a year, and at that rate overhead expense would be 25 cents a pair. But assume that the best that we hope for would be 150,000 pairs, then theoretically our manufacturing expense would be 37½ cents per pair but since efficiency decreases as volume decreases let us assume 40 cents per pair. Then 40 cents a pair is what we should figure for manufacturing expenses in our shoes. If we do not make 150,000 pairs we lose, or if we let our actual expenses get ahead of our estimated expenses, we lose, but we lose with our eyes open. Let us carry the example further. Let us assume that for the previous year our average manufacturing expense was 60 cents per pair, I mean that is what it actually figured to after the year was finished. Probably the principal reason why it worked out to 60 cents per pair was because the factory did not make shoes enough, and the principal reason why a factory does not make shoes enough is that their prices are too high.

Think this over carefully and I think you will agree with me—that is, if your costs are higher than they should be due to the fact that your production is not great enough for your plant, that you cannot expect the customers to pay for it. Therefore, if you want to sell shoes, you must work your prices down to the point not where you will lose money under any circumstances, but where you will gain money if you make sales enough.

Covers Each Season's Overhead in Four Months

This is a theory, but a theory that has been worked out time and time again. I know of a manufacturer whose expenses are \$50,000 each season, that is, approximately six months. For the first four months in each run, he figures his shoes at a price that covers the actual material and labor, plus a sum which will net him \$50,000 in four months. That is, he is leaving out any element of profits but he is selling at a price that will pay him for his entire six months' manufacturing expenses in four months. For the other two months of the run he sells at any price he pleases above actual labor and material cost and all that he makes above that is profit, because he has paid for his entire manufacturing expense in four months.

Of, course anything tending toward maximum

production has other benefits besides a reduction in manufacturing expenses per pair. With a large volume, upper leather should be used up more economically, buying in larger volumes has its advantages. The whole thing is a gamble—shoe manufacturing is a gamble anyway—but a gamble that should be based upon logic, a thorough understanding of the industry, and trade conditions.

Need for Detail Costs in Small Plant

Let us think now of the necessity for detail costs in the small plant. They say that a man with a very little of the world's goods has more need to leave a will than a millionaire—because his heirs probably need the money immediately, whereas the heirs of a millionaire probably have resources of their own and the need is not so imperative. The same is true of the small shoe dealers. He has got to know where he stands, what he is doing from day to day to day, from month to month, because it may make all the difference to him between success and absolute failure; where with the big manufacturer it is more likely to result only in reduced profits. The trouble with most small manufacturers is that they have been so accustomed to carrying all the details of the business in their heads and think they know just how they stand—and probably for a time they do—but it is when the business has grown a little bit and got out of their grasp without their realizing it that the trouble comes.

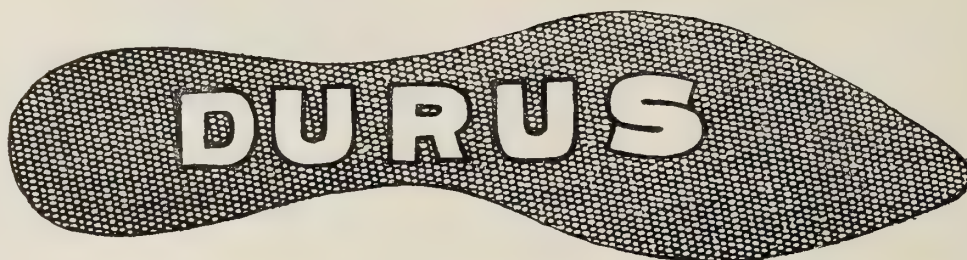
Items of Cost Often Overlooked

I do not think that it is necessary to endeavor to impress you gentlemen with the need of knowing costs, but I do want to take up the remainder of the time at my disposal in telling you of some things that are a part of cost, but very often overlooked and in doing that I hope in a small measure to assist you to make some money, or at least show you how to safeguard yourselves against losing it. The tangible things for which you spend your money every day are noticeable and likely to find, probably do find, their way into your costs. It is the intangible things, things that are not known until the end of the year that hurt; among them are depreciation on the plant, depreciation on lasts, dies and patterns, losses on returned shoes, and factory damage, and cancellations, the loss on samples, whether you figured sufficiently in your cost for compensation for your own services, whether you make ample provision for bad accounts and whether you turn your capital a sufficient number of times each year to insure sufficient profit. These are the things that make or break you. They are mighty hard things to find out unless you fully realize their importance and keep your records accordingly.

The Intangible Factor of Depreciation

Depreciation of plant and equipment is intangible, in that no one sends you a bill for it, but as a strict matter of fact, it is a very tangible thing. Buildings and machinery wear out every day they are used, sometimes they wear out faster when they are not used. Therefore, depreciation is one of the elements of cost and should be figured at a fair rate in the shoes; if not figured then the manufacturer is only fooling himself. The thing that is of even more importance is the depreciation of lasts, dies and patterns. As a rule these items do not wear out, they go out of style and become obsolete. In most factories a new style of last, or possibly two or three

The Soul of the Shoe is the Insole



That is why leading shoe manufacturers use

“Durus” Solid Innersoling **Better Than Leather**

Because it is

**POROUS
ANTISEPTIC
MORE FLEXIBLE
STRONGER
CHEAPER**

It is in condition for the bottoming process without regard to its wetness or dryness.

“Felt and Durus”

For high grade McKays. Made the same as our “Durus” with felting, allowing a smooth surface. Very flexible.

Manufactured exclusively by

J. E. PAQUET & COMPANY, LIMITED

480 St. Germain Street,

Montreal

No Agents. No Representatives. Samples and particulars forwarded on request

styles, have to be introduced each year. It may be justifiable to capitalize the purchases of lasts, dies and patterns for the first year that the first year that the concern is in business. For each year thereafter, all of the lasts, dies and patterns purchased in any one year should be charged off in that year and this charge should be figured in costs. Otherwise, there is being carried on the books and on the statements an asset which is not an asset in that nothing could be realized from the sale of it. Five cents (5c.) a pair is a fair figure to charge in costs.

I have known shoe factories to go into bankruptcy because of the losses which they sustained from returned shoes. Losses on returned shoes will average as high as 8c. per pair of shoes manufactured,—that means the cost of every pair of shoes that the company manufactures in a year must bear a charge of 8c. to compensate for what they lose through returned shoes. This is a very important element of cost, and the same is true of factory damaged shoes and cancellations. In some factories, the cost of samples made is a considerable item, and after their usefulness is over, they sell for less than 20% of their cost. Sample losses then is one of the elements of costs and should be figured in the shoes.

Is Your Business Paying You a Fair Salary?

While some manufacturers take such a salary out of their business that it handicaps them by making their costs excessive, in the majority of cases, particularly in the smaller concerns, manufacturers do not take enough for proper compensation. It is true that a man goes into the business because he thinks he can make more money in business for himself than he can working for somebody else. If that is so, then his business should pay him at least the salary that he could earn working for somebody else, and a profit on top of that.

One of the principal losses in shoe manufacturing is that of bad debts. If a man is doing business with jobbers, he has a fair opportunity to keep tabs on the financial condition of such concerns and while he may extend them considerable credit, and his loss, when he has one amounts to a considerable sum, yet the concern doing business with small dealer has his receivables more widely distributed but is working in the dark more or less as to the financial responsibility of these dealers and the losses although smaller for each failure, amounts to considerable. It is good business policy to anticipate the losses of this nature by setting up reserves for bad debts and at the same time figuring something in costs to take care of this misfortune. One-half of 1% of the total sales is considered a fair figure to set up for this purpose. The result of handling a reserve in this way is that if at some later date losses are suffered for shoes shipped in a prior year, you have already made allowances for such losses in that year and are not confronted with the necessity of charging these to the current year.

Casualties Through Lack of Capital

Of all the business failures in the United States, the highest percentage are due to lack of capital. That is brought about through the expenses of the business eating up the capital before the business has reached the volume that it should reach to take care of the expenses under which it is working. A manufacturer starts in business with a certain amount of capital of his own and he expects that if his business is in a growing condition he can borrow addi-

tional capital sufficient to carry him along. This is good business and he has every reason to expect that it will work that way, but he often fails to consider the type of business that he is in and how often he will be able to turn his capital in a year. Under ordinary conditions he should be able to turn it at least four times a year and sometimes six—and by "capital" I refer not only to capital invested, but also whatever capital is borrowed. But if he extends long time credits or takes on slow-paying accounts, he can very easily work himself into a position where he cannot continue in business even though he is solvent.

In closing, I want to speak somewhat about the percentage of profits which a shoe manufacturer should expect to realize from his business. Percentage of profits is figured in the first instance on the volume of business done, not on the capital invested. With this in mind, then a concern that can earn 10% net on its sales in any year is considered as doing a good business, provided that the relation of sales to capital invested is such that the manufacturer finally realizes 20% on his capital.

"She's Dead!"

In the French language there is no neuter gender. A thing is either masculine or feminine.

Glance at the illustration, gentle Ontario reader, and consider the case of Scotch labelled "Fragile," lying on its back, dead, the spirit departed. In French, a case of Scotch—"une caisse de Scotch"—



very appropriately is feminine, hence the expression which A. E. Marois, shown in the group, has just uttered,—“She’s dead!”

From left to right those shown in the photograph are A. Pouliet and A. E. Marois (chief mourners), Arthur Richard, and J. McFee, all of Quebec.

Are you a member of your trade organization?

Are You Acquainted With Our Newest Colors for Fall?

223—DARK BEAVER

235—NUTMEG BROWN

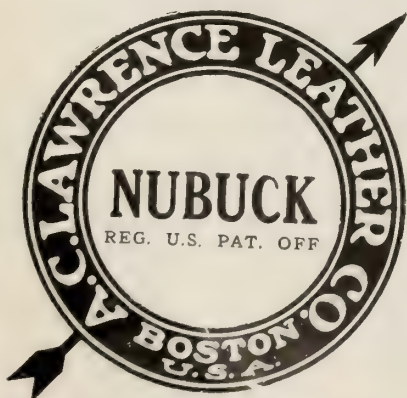
230—BAMBOO



NUBUCK is at once a leather of great beauty and utility.

Its colors meet every new development of fashion.

And it is so reasonably priced that the merchant who specifies NUBUCK can provide his customers the latest style effects at a very satisfactory price saving.



Made in White and Nine Colors

A. C. LAWRENCE LEATHER CO.

210 South Street

BOSTON - - - MASS.

New York	-	Rochester	-	Philadelphia
Cincinnati	-	St. Louis	-	Chicago

“Efficiency” Methods That Kill Initiative Lead Toward Labor Degeneracy

Probably the greatest danger of our modern industrial system lies in the tendency toward the decline of craftsmanship. Our present day methods of specialization and concentration rob the worker, in many instances, of the satisfaction of producing something. He is assigned but one small operation which must be carried out at high speed. Then the product leaves his hands, and he can never call it his—it is the work of a score or perhaps a hundred men. The worker becomes, for practical purposes a more or less intelligent gear in a machine which operates ceaselessly, day in day out, doing the same thing over and over again, without respite and without variation.

The shoe manufacturing industry has not reached the stage of “super-specialization” which has been achieved in some other industries—if indeed it may be termed an achievement. Skill and intelligence is still called for on the part of the worker, and in most departments he has the shoe long enough in his hands to make him feel some personal interest in it. Still he does not require to develop the same all 'round ability, resourcefulness and craftsmanship which were demanded of the skilled workers in the days of handicraft. To-day wage is the main incentive to efficiency. In former days, there was a still higher incentive—the satisfaction of making something that the craftsman could be proud of.

The introduction of “stop-watch” methods in the factory has had the effect of stimulating production, but it is not an altogether unmixed blessing. It has resulted in the effort to standardize human material, to make it mechanically efficient and, as far as possible, to eliminate the necessity for thought or initiative on the part of the worker. Now, it is a truism of natural history and medical science that any faculty upon which no demands are made, which is not exercised regularly, tends to grow weaker

and weaker and finally to become useless. An arm that is never used weakens and withers, eyes that never see the light eventually become blind, a brain that is never forced to attack and solve problems soon loses its power to do so. Is there not therefore the danger that through our present specialized methods a gradual degeneracy of labor may be brought about? Certainly it is a possibility that farseeing captains of industry will not leave out of their reckoning. A laboring class whose intelligence has been dulled and whose moral fibre has been weakened because these qualities have not been brought into action in their daily work cannot form the basis of a sound industrial system.

However, the machine is here to stay and specialization is here to stay, and our problem is to take advantage of their efficiencies and their possibilities of increased production, while guarding against their dangers. Stated simply, it is just a case of keeping the workers contented or giving them working conditions under which it is possible, and easy, for them to be contented. If they can't find happiness in their work, neither coddling and paternalism, nor wage increases can give it to them. In judging the merits of any system of production, the first consideration should **not** be higher efficiency and increased production—it should be the welfare of the staff. This is not only good policy from the ethical point of view; it is good policy from the business point of view. The finest industrial organizations in the world are those that have the most contented, best cared for, most highly skilled employees. The success of a concern is to be judged not merely by the balance on the right side of the ledger at the end of the year, not even by the quality of its product and its prestige with the public, but by the quality of the workers it produces, or attracts, and holds.

The Shoe of the Future

WILSON MARK
TRADE **SEWED**

Stamp on the Sole

BECAUSE four years of Wilson Sewed production, sales, and foot-service have proved this type of shoe worthy of being the style-sister of the sturdy welt.

BECAUSE millions of pairs, here and abroad, have made an unsurpassed record for satisfied customers.

BECAUSE it is style which sells shoes to women and the inherent ability to retain that stylishness and shapeliness under trying conditions of style-wear and weather which sells them again and again from the same store.

BECAUSE Wilson Sewed shoes, made by standard methods and machinery, cost considerably less than bench-turns, a few pennies more than McKays—and are FREE from all the common faults of both.

*For more facts and photographs
write to us for
"Booklet F"*

To Manufacturers
USMC Machines and Service are guaranteed to all Wilson Sewed Licensees.

Address all Inquiries

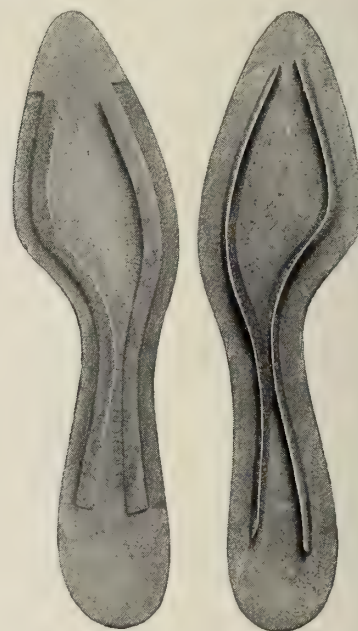
Wilson Process Incorporated
Canadian Pacific Building
City of New York



SHORT STITCHES

There's an old saying in the shoe trade—"A shoe is as good as its insole."

And if there is any truth in that ancient and logical tribute to all durable and dependable insoles, I want to pause right here and tell you something about the flexible split insoles used in all Wilson Sewed shoes. First off, here's a picture showing both sides.



Note those channels on either side. They explain why dealers consider the Wilson Sewed mark, stamp on the sole of any shoe, an absolute guarantee that the insole within is of worthy quality, durable and dependable. The double channel bars all flimsy, pasted, and substitute insoles from use in Wilson Sewed.

On the left—the side next the foot, showing the channel open. Sole-stitch seam comes through in the middle of that channel. Then the lip is closed or turned back to completely cover the stitches. Result: an insole surface next the foot as smooth, stitch-less, and comfortable as that of any welt.

On the right—the channel on the under side of insole. After being lasted like a welt, upper and lining are securely fastened to this lip—and all lasting tacks are pulled.

Hence, "Wilson Sewed" means a flexible, durable, high-style type of shoe which is tackless, free from waxy stitches next the foot, free from slack linings, soft toe-boxes—and trouble.

H. L. A.

Kaneva Innersoling

A product of Kenworthy Bros., of Canada which is reported as being accorded a very favorable reception among manufacturers of McKay shoes is Kaneva Innersoling. In the manufacture of this material, a tightly woven fabric is used as a base and is thoroughly impregnated with compounds, such as are used in Kendex innersoling, which are claimed to produce an innersoling that will not shrink or swell, being unaffected by moisture, whether water of perspiration.

Kaneva, its makers declare, holds the stitches and tacks perfectly and is very flexible where flexibility is required, that is, the length of the insole, and very rigid where rigidity is required, across the insole. Shoemen will readily appreciate what an advantage this is in the lasting of a shoe. Other features to which attention is drawn are that, if steam is used to soften the leather or for other purposes, it will not soften the insole, and where an extremely pointed toe is used, it is not necessary to shellac the tip as is often done with other materials.

Kaneva is supplied in rolls permitting of the most economical cutting. It is made either plain or with a white felt facing. Many manufacturers prefer the Kaneva with the felt facing as it is then put into the shoe with the felt surface up, the stitches imbedding themselves into the felt, giving a finished shoe with a slight cushion effect, none of the stitches being in evidence. The felt facing, however, is not a necessity, as the manufacturers recommend the use of their Kendex stock lining in conjunction with the Kaneva innersoling. They recommend that the Kendex stock lining be inserted in the shoe before the levelling process, which not only firmly cements or pastes the stock lining into the shoe, but allows the stitches to imbed into the Kendex. The result they claim is an insole in the finished shoe as smooth as a welt.

The Kendex sock lining is made in three colors, namely, oak, grey and white, and has all of the characteristics of Kendex innersoling.

Increased Facilities

The Franklin Machine Company, of Providence, R. I., which is familiar to the shoe trade chiefly as manufacturers of power shoe lace tipping machines, on April 10 of this year purchased all real estate, good will, drawings, patterns and practically all of the personal property of the American and British Manufacturing Corporation in Rhode Island, known as the George H. Corliss Steam Engine Works, and are now in a position to manufacture engines and machinery and do machine work of all classes. They manufacture special machinery of all kinds.

B. B. Polishes in P.Q.

R. L. Brown, 60 St. Paul Street, East, Montreal, is now looking after the distribution for the Province of Quebec of the "Beau Brummel" polishes and dyes manufactured by the National Polish Company, of Toronto, whose slogan, "The Lustre That Lasts" is becoming a household word among the trade. This announcement is incorporated in the full page advertisement published elsewhere in this issue. Mr. Brown reports an ever-increasing demand for Phillips soles and heels, a large stock of which, ready for

immediate delivery, are carried at the Montreal address given above. The light rubber Phillips' sole known as the "President" is a new line for which there cannot fail to be a good demand. It is invisible when attached to the shoe and combines lightness with great durability. The elegance of the style shoe fitted with "President" rubber soles is unimpaired—an important factor at a time when "smart" shoes and novelties are the vogue. They find ready favor with golfing club officials and players, as they provide the requisite grip and durability without causing damage to the greens or club house.

Jimmy

Here is one of the latest of Lieut-Col. J. A. Scott, otherwise Jimmy Scott, the well-known leather man of Quebec City and the possessor of the copyright on



"Allouette." It shows him taking the air at Kenogami. The gallant Colonel is so well known that the picture is its own story.

Fitting the Bones

Last making is getting to be a matter of fitting the bones of the feet. Time was when a last maker held up a new model and exclaimed, "It is a beauty." But, nowadays, he holds up a new model in one hand, and a skeleton of a foot in the other hand, and compares them, point by point, to see if the last will fit the phalanges, the metatarsal, cuneiform, scaphoid, cuboid and os calcis bones. The rules of art still prevail in last making. But they are subject to the bone work of the foot. The skeleton, and the X ray diagrams of bones of the feet, have become the guide of the modern last maker.—American Shoemaking.

Are you a member of your trade organization?

BULLDOG SOLE LEATHER

BULLDOG SOLE LEATHER rises to popularity and public approval over night because it offers the public out-of-the-ordinary service.

Manufacturer, Retailer or Repairer, you can add to your own business through the business building possibilities in BULLDOG SOLE LEATHER. Feature BULLDOG and let public demand with a fast turnover swell your profits.



"Twice the wear
in Every Pair"

Advertised from
Coast-to-Coast

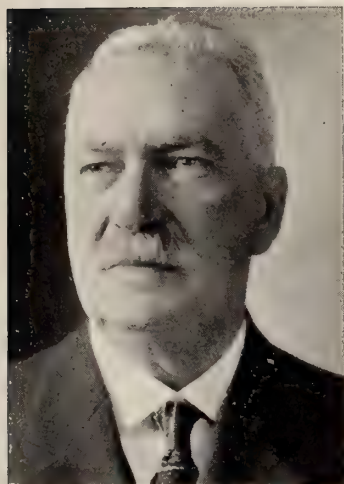
Toughest Leather Ever Tanned

TANNED ONLY BY
BEARDMORE & CO.
Tanners Since
1844

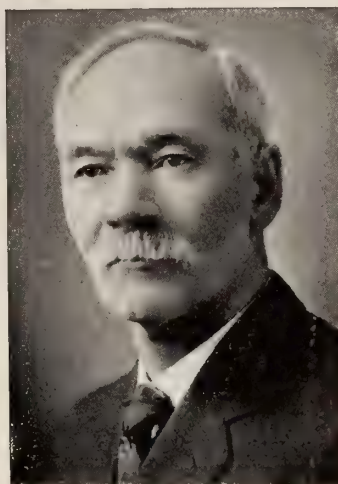
TORONTO - MONTREAL - QUEBEC - ACTON

Portrait Gallery of the Canadian Shoe Manufacturing and Leather Industry

No. 3—J. A. & M. Cote, St. Hyacinthe, Quebec



Magloire Cote



J. A. Cote



Eugene Cote

It is 58 years ago since the first beginning of the firm of J. A. & M. Cote. The founder was Mr. Louis Cote, a native of St. Dominique, who in his early years went to the big city, Montreal, to learn the shoe trade. While working hard in the daytime at the practical end of the game, he took night courses to train himself in the principles of business. After a time, he left Montreal and travelled to Quebec, where he met a young friend by the name of Guillaume Bresse. These two united their capital, their energies and their ambitions and early in 1860 opened up a factory in that city under the firm name of Bresse & Cote, which later became one of the largest shoe plants in the Dominion.

In 1865, Mr. Cote proceeded to St. Hyacinthe and, in partnership with his brother and cousin, founded the firm of Cote, Cote and Cote, which carried on business until September 3, 1876, when the plant was consumed in the big fire which swept St. Hyacinthe, destroying over 600 buildings. This disaster practically ruined Mr. Louis Cote, and he returned to Montreal, with the intention of starting anew. The next year, however, in response to the call of the citizen of St. Hyacinthe, he and his brothers came back to that city and resumed the manufacture of shoes, under the firm name of Louis Cote & Freres. In 1883 they built a new factory at the corner of St. Antoine and St. Hyacinthe Streets. Ten years later, in 1893, they sold this to their brothers Joseph and Magloire Cote.

Joseph and Magloire took hold of the business with a will, and in 1903 they took out a new charter, which established the firm under its present name, J. A. & M. Cote. Twenty years have since elapsed,

and during that period, the business has been continually expanded and improved, and today the company's goods are known, and sold, from coast to coast.

J. A. & M. Cote now employ over 150 hands and the yearly wage bill runs well over \$150,000. They manufacture Goodyear welts, McKays and Standard Screws—a complete line of staple footwear. As an indication of the place they have won for themselves in the shoe industry of the Dominion, it may be recalled that when the government required the advice of a man who could speak with authority regarding the quality of the shoes furnished to the soldiers of the First Contingent, Mr. Magloire Cote was chosen as arbitrator. His straightforwardness, his experience and special knowledge of the shoe business qualified him to render valuable services, and his pronouncements were received with respect by all concerned.

The members of the firm of J. A. & M. Cote are highly regarded in St. Hyacinthe for their geniality, their broad-mindedness and their spirit of goodwill. A resident of the city voices the general feeling of the public when he says, speaking of the Cote family: "Their generosity toward all worthy work has placed them high in the estimation of their fellow-citizens, but it is especially in the treatment of those in their employ that they have won popularity and respect. Their attitude has always been liberal and brotherly to those whom they regard as their fellow-workers. Harsh words and unkindly actions are ever avoided by them. To their employees, as well as to others, they exemplify the French-Canadian ideal of courtesy and gentlemanly behavior." We know of no higher compliment that can be paid them than that.



Do you know your A B C's?

Always use

Bennett

Counters

Successful shoe manufacturers do!

They also know that their predominance is assured largely by close attention to counter problems of which you are relieved, if we are permitted to work on them.

BENNETT LIMITED

CHAMBLY CANTON

QUEBEC

Build Your Shoes on BOSTON LASTS

Boston Lasts are made from the finest selected maple, carefully manufactured and thoroughly dried. They will stand up without shrinking, swelling or cracking under the hardest service.



Boston Lasts are correct in size and design. New shape tendencies find their first expression in their various models. Stick to Boston lasts. They're safe.

Boston Last Company

Richmond, Que.

LAST MAKERS TO THE WORLD

and Manufacturers of

LINE LAST, FOLLOWERS, FILLERS, ETC. ALSO MAPLE LAST BLOCKS

Makers of Electric Heating and Ironing Outfits for Shoe Factories

Insoling Material of Merit

Kendex

KENDEX Insoles channel perfectly and hold stitches firmly.

They remain firm, flexible, and retain their natural cushion.

They conform readily to the feet and eliminate callouses.

They are non-conductors of heat and cold thus keeping the feet warm in Winter and cool in Summer.

Specify KENDEX Insoles in your next shoe order. Your Customers are Guaranteed Real Foot Comfort.

Kaneva

Kaneva Insoling intended for McKays.

Holds stitches perfectly.

Very flexible the long way and rigid across the insole.

Permits of close even lasting.

Unaffected by moisture.

Very durable and light in weight.

Made either felt backed or plain.

Comes in rolls insuring economical cutting.

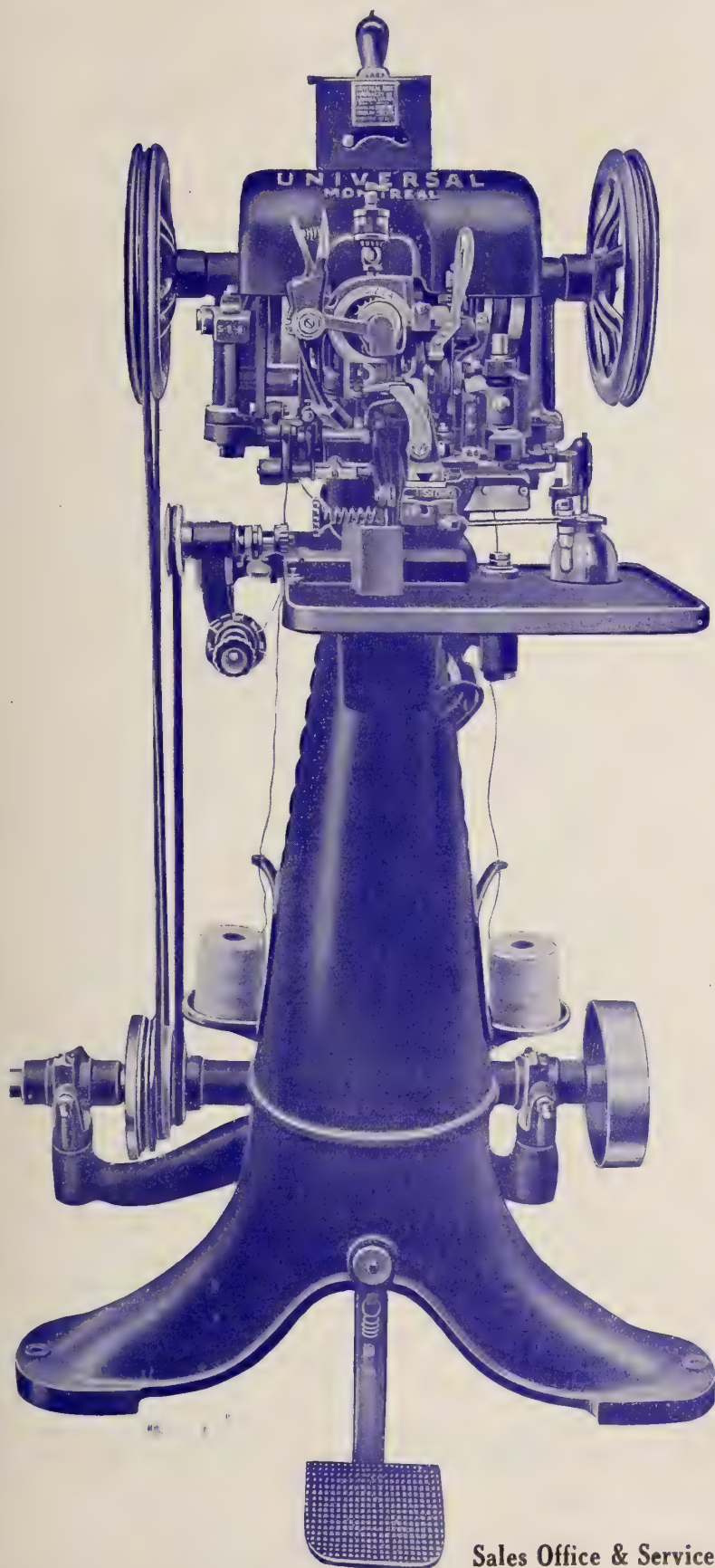
McKay manufacturers, have you investigated the Kendex Sock Lining? Put it in the shoe before the levelling process. The stitches will imbed themselves in the Kendex, making a perfectly smooth insole. It is unaffected by the moisture and stays permanently in the shoe. Made in three colors, Oak, Grey and White.

Remember "The Feeling of the Feet is Reflected in the Face" — Wear Kendex

KENWORTHY BROS. OF CANADA, LIMITED
St. Johns, P. Q.

Montreal Address, 224 Lemoine St.

Model "T" Universal Stitcher



COMPARE THESE POINTS OF SUPERIORITY WITH OTHER MAKES

1. NO ROYALTY.
2. Made in Canada.
3. No Customs duty or Excise Tax to pay.
4. No exchange rates against your money.
5. No customs regulations "Red Tape."
6. No undependable agencies.
7. Patronize Home industry.
8. Purchase direct from manufacturer.
9. No waiting for spare parts.
10. Latest design and superior construction.
11. Unequalled service maintained.
12. Efficient Aluminum Wax Pot.
13. Head automatically adjustable to height of operator.
14. Ball bearing throughout.
15. Free instructions.
16. Free installation.
17. Free service.
18. Liberal guarantee.
19. Costs less.
20. Easy terms plan.

Write for catalog and prices

Universal Shoe Machinery
Limited

128 Queen St., Montreal

Sales Office & Service Stations

H. A. MAHAFFY, 338 Bay St. TORONTO, ONT.

C. ROSS LAURENCE, 54 Cordova St. E. VANCOUVER, B. C.

We have several good used Landis Stitchers for sale at reasonable prices

Business Opportunity

Up-to-date shoe store for sale in good residential district of Toronto. Apply Box 267. Footwear in Canada, Toronto. 6

For Sale

SHOE BUSINESS in live Mid-west city of 25000. New stock. New fixtures. Inventory about \$16,000. Must be sold in 60 days. Splendid chance. Purchase may be made by satisfactory security. Apply Box 252, Footwear in Canada, Toronto. 5-6

For Sale

Single Sole Stitcher, in first class condition, as good as new, does highest grade of work either soles or harness. Simple to operate, can be operated by foot or power. Will sacrifice for quick sale. Communicate with Frank Forbert, 11 Kent St. Lindsay, Ont. 6

Spring Tempered Shoe Shanks

Are your Shoes fitted with a shank that will allow a certain amount of spring and at the same time snap back to the original lines you take so much trouble to produce, or are you using a soft steel shank that will flatten out the first time it is called upon to perform its function.

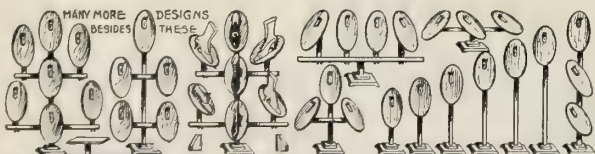
Every Steel Shank we produce is specially spring tempered and the demand for a tempered steel shank is increasing daily. Our representative will cheerfully call and show you the quality of our Spring Tempered Shoe Shanks.

Write for our Samples and Prices

The H. W. Steel Shank & Specialty Company Limited

Preston

Ont.



Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

The Oscar Onken Co. 5951 4th St. Cincinnati, O.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST 1915

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
**154 NOTRE DAME ST. W.
MONTREAL**

FACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.



BRANCH:
566 ST. VALIER STREET
QUEBEC

To Our Customers

Our earnest desire is to make this business mean something more to you than merely a place to buy something you need. We want to know you and to have you think of transactions with us as dealings between friends.

We are human and likely to err at times. If you ever have reason to feel that we have fallen short in any way, please tell us so frankly. We are constantly trying to improve our service and your suggestions will be sincerely appreciated.

You would be surprised to know how much the growth of this company has been due to the recommendations of its friends.

Your influence among your friends and business associates is more valuable to us than any advertising we could do.

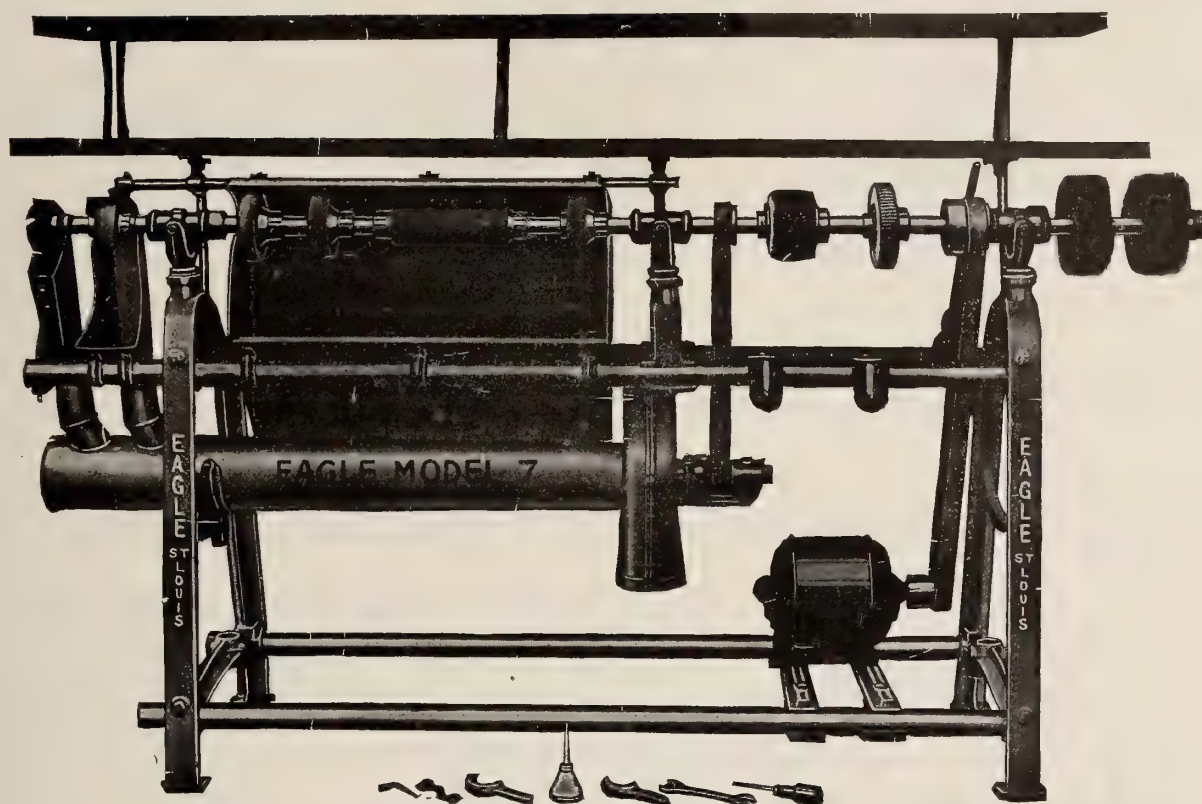
This is an institution of service and we want you to make it as useful as possible in every way.

McDOWELL & LINCOLN
LIMITED

formerly

INTERNATIONAL SUPPLY COMPANY

Better Work and More Business when your shop is equipped with "Eagle" Machinery



The model 7 Eagle Finisher shown above represents the very last word in this type of shoe repairing equipment. Not only does it ensure better work and more business, but by reason of the system of belt shifting, your power is reduced 50% as the finishing shaft is stationary when sanding shaft is in operation, and vice versa. Equipped with double shelf and can be had in either Tight-Loose Pulley or clutch style.

Dimensions: Length 7 feet 2 inches. Width 24 inches. Weight crated, 575 pounds.

Write us today for prices and full information concerning this or any of our machines—Combination Heel Remover and Nail Cutter, Combination Sole Cutter and Skiver, Heel Reducer, Wide Blade Skiver, Sole Cutter, Large and Small Jacks, etc.

Choice of all best makes of electric motors, supplied with this machine.

Levine Leather Company Limited

475 Queen St., W., Toronto, Canada

Representing Eagle Machine Co., St. Louis, Mo.

Reach Business Men in a Business Way

Use established business and technical papers if you desire results *on a paying basis* from your advertising.

We are at your service for results

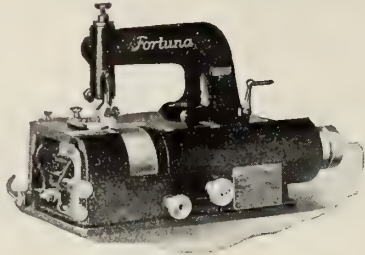
Hugh C. MacLean Publications

LIMITED

345 Adelaide Street West, Toronto



Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

The Best and Most Durable Shoe Laces Are Made With Our Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Newest Creations in Buckels

Buckels with snap and qual-
ity for all style slippers.



**BEADED
CUT STEEL
RHINESTONE**

WRITE FOR
SAMPLES
NO OBLIGATIONS

LATEST
BELGIUM CLEO
No. 1103

Pleated ribbon buc-
kels from \$5.50 doz.
to \$7.50 doz. pairs.

This buckel can be used
either on plain, one-
strap or colonial pumps.

Parisian Beading Works Co.

1028 Arch Street, Philadelphia, Pa.

We Can Save Money for You on Your Shipping & Packing H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms

Tanneries

79 Front E. Toronto

Woodbridge, Ont.

Quebec and Maritime Provinces

Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

DUFTON & PUNCHER

Western Ontario Representative, Kitchener, Ont.

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00

DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.

CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan

\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

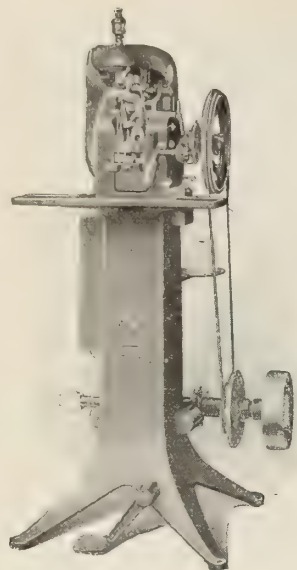
New Castle Kid *means more business for you*

Your travellers will find the road much smoother if they can say, "This is New Castle Kid", since retailers recognize it as the very best of its kind. In fact, no other single feature of your line will more quickly convince the retailer that you are placing his considerations first.



New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.



Write for Particulars

Increase Your Profits

Victor shoe machinery will do your work better, do it quicker and keep on doing it day after day without attention or repairs. That means bigger profits for you and satisfied customers who will come back. Victor machines quickly pay their first cost and the first cost is the last, for they are sold outright without royalties.

NEW MODEL "K" VICTOR OUTSOLE STITCHER—the most efficient machine on the market for outsole stitching. Lockstitch, curve needle, and awl, electrically heated.

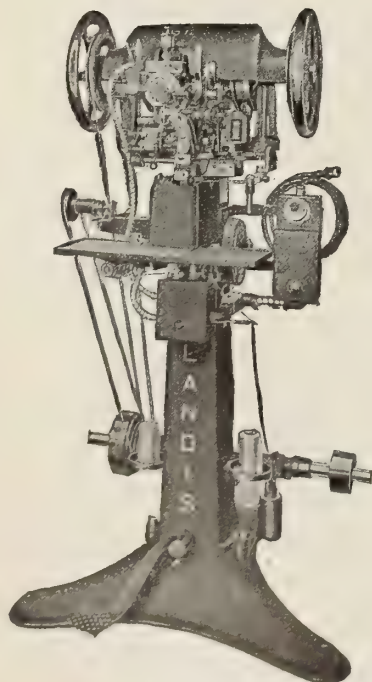
NEW MODEL "S" VICTOR ROUGH ROUNDING MACHINE. Price \$90.00 F.O.B. Lynn, Mass. Terms \$15.00 cash with order. Balance \$6.00 per month. Equipped with 1—6 H.P. Motor (to operate from light socket) Price \$125.00 F.O.B. Lynn, Mass. Terms \$25.00 cash with order, balance \$8.00 per month.

VICTOR SHOE MACHINERY CO.
1-11 Willow St., Lynn, Mass.

Canadian Jobbers: C. Parsons & Son, Ltd., 79 Front St. East, Toronto;
Kieffer Bros., 96 Prince St., Montreal, Que.; H. W. Upham, Moncton, N.B.



LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative
ROBERT J. VAN STONE
167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

THE STANDARD OF DEPENDABLE QUALITY



SUPPLIES

**Findings and Accessories
For Factory and Repair Shop**

TACKS - NAILS - RIVETS

Abrasives

Finishing, Filling, Polishing, Stitching Waxes

Heel Ball and Burnish—Stick Polish

Finishing Brushes—Roll Covers

Cutting Dies

Cutting Blocks—Boards—Rawhide Mallets

Lasting Powder—Shoe Talc

Goodyear Lubricating Oil

Hand Tools and Devices

Complete Stocks for Every Department

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

KITCHENER

88 Ontario Street S.

TORONTO

90 Adelaide Street W.

QUEBEC

28 Demers Street



GLOBE

FOOTWEAR

for Children

**The Only Goodyear
Welt Made with
a Pillow Welt
Insole**

Warm weather is here and your children's sales should be on the jump. Are they? Decide now to make this season the best yet by selling the Globe line. Their heavy sales are based on real supremacy. One order will convince you. Our salesman will gladly call with the complete line. A card will bring him.

Globe Shoe Limited, Terrebonne, Quebec

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,

Carried in stock by Alfred Lambert, Inc., Montreal

Maritime Provinces:

W. J. Gard,

47 Rupert Street,
Amherst, Nova Scotia

Ontario:

Charles Newton,

102 Patterson Ave.,
Toronto, Ontario

Western Travelling Representative:

W. E. Short,

Home Office 210 Drummond Bldg.,
Montreal



HE exclusive features found in this shoe place it in the van of all children's footwear. No other line offers the same comfort and protection, together with the same length of service, for no other shoe combines a genuine Goodyear Welt with Pillow Welt Insole. These are the reasons for the great popularity of Globe footwear—for the steadily increasing demand and the immense dealer enthusiasm. If you are not carrying them you are neglecting a line that will win the children's trade for your store and with it the best family custom. Investigate now



The Only One
of Its Kind

FOOTWEAR IN CANADA



The advertisement is a full-page illustration. At the top, a large, dark, jagged silhouette of a tree or rock formation dominates the background against a bright orange sky. Below this, a small, two-story house with a chimney sits on a hill. In the foreground, a woman in a brown jacket and a hat is captured mid-swing with a golf club. She is wearing dark and light patterned shoes. To her right, a young boy in a cap and jacket stands watching, holding a golf bag. The central part of the ad features a large, ornate logo for 'ARC BRAND' inside a semi-circular frame. Below the logo, the text 'Patent Leather' is written in a large, bold, serif font, followed by 'PUTS PEP IN SPORT SHOES' in a smaller font. A small horizontal line separates this from the phrase 'Looks Better Lasts Longer' in a cursive script. At the bottom left, the company name 'A.R. CLARKE & CO. LTD.' is printed in a bold, sans-serif font. Below this, the cities 'MONTREAL TORONTO QUEBEC' are listed. On the bottom right, a pair of dark and light patterned golf shoes is shown in detail.

ARC
BRAND

**Patent
Leather**

PUTS PEP
IN SPORT SHOES

Looks Better Lasts Longer

A.R. CLARKE & CO. LTD.

MONTREAL TORONTO QUEBEC

Footwear in Canada



Wearing Quality Unsurpassed

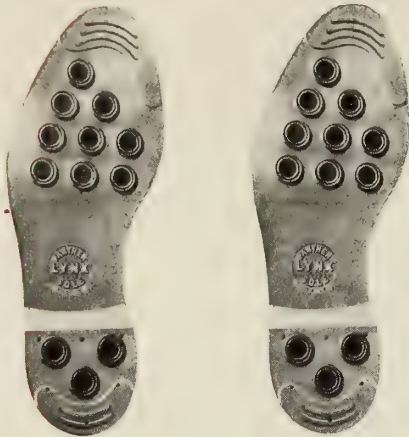
BREITHAAPT SOLE LEATHER



Used by leading Shoe
Manufacturers and
Repair Men through-
out Canada.

The Breithaupt Leather Co., Limited
Head Office - - - KITCHENER, ONT.

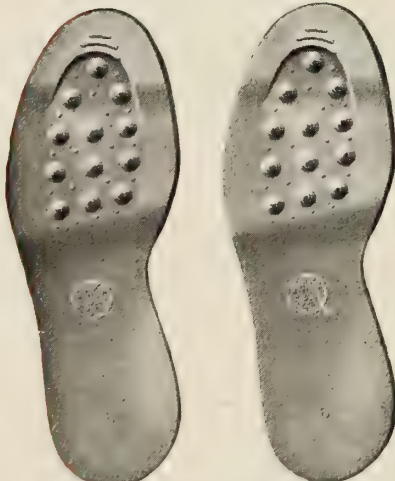
Three Styles Of
PANTHER SPORT SOLES



PANTHER SUCTION SOLE



PANTHER INSERT SOLE



PANTHER STUDDED SOLE

Panther Sport Soles

*—add fifty per cent
to the comfort, wear,
and value of a shoe*

The tremendous popularity of Sport Shoes has been helped in no small measure by the unique Panther Soles illustrated at the left.

These soles provide a fund of comfort, smartness and serviceability never before encountered.

Endorsed by experts as the ideal sole for Golf, Tennis, Hiking, Yachting, etc.

Made in Pale Pink, Chocolate, Black and Ivory White.

Specify "Panther" on your next order of sport shoes

Panther Rubber Co.

LIMITED

Sherbrooke

Quebec



Tipperary Shoes



Sorting Requirements

Special attention given to sorting orders, as a complete stock of Tipperary Shoes is carried by all our branches and selling agents. Let us show you some **real** service.

Look at the shoes illustrated herewith. They combine style and quality. Why not put in a stock now.



The Columbus Rubber Co., of Montreal

LIMITED

Head Office and Factory

1349 Demontigny St., Montreal

Also

Branches at Montreal, Toronto, Ottawa, Winnipeg and Calgary

Sales Agencies:

Wm. Cook Shoe Co. Moncton N.B.
Fleetwood Footwear Ltd. St. John, N.B.
Poliquin & Darveau Quebec, Que.
Louis McNulty St. Johns, Que.
J. I. Chouinard Montreal, Que.
S. Marantz Winnipeg, Man.

Wholesale Distributors Ltd. Winnipeg Man.
Tree Spriggs Co., Ltd. Winnipeg, Man.
W. A. Law Footwear Co., Ltd. Winnipeg, Man.
Shaw Brothers Edmonton, Alta.
Anderson & MacDonald Vancouver, B.C.



THOUGHTS for JULY

Summer Footwear

It is generally accepted by the retail trade that the sale of summer footwear is over by July 15th, and from that date cut-rate sales are in order.

The wide-a-wake shoe-dealer, however, will not accept that idea. He knows that in Canada 75% of those who take holidays do so between the middle of July and the first of September. In that period most of the summer footwear is worn. By keeping his stock of Fleet Foot well assorted and up-to-date, he reaps the benefit of extra sales.

Gymnasium Shoes

When schools and gymnasiums re-open in September, there will be a big demand for rubber-soled canvas shoes for indoor athletics and sports. Will your stock of Fleet Foot be in shape to supply the local demand for these shoes?

In the Fleet Foot line, the "Forbes", "Orleans" and "Athlete" are popular styles for indoor athletics and sports.

Place your order **now** with the nearest Dominion Rubber System branch and ensure delivery in time for this Fall Trade.

Dominion Rubber System Limited



Service branches at:

St. John, N.B.
Halifax, N.S.
Montreal, P.Q.
Quebec, P.Q.
Ottawa, Ont.
Toronto, Ont.
Belleville, Ont.

Hamilton, Ont.
Brantford, Ont.
Kitchener, Ont.
London, Ont.
Windsor, Ont.
North Bay, Ont.
Ft. William, Ont.

Winnipeg, Man.
Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.
Lethbridge, Alta.
Edmonton, Alta.
Vancouver, B.C.
Victoria, B.C.



J. A. McLaren Co. Ltd.

“Imperial” Brand White Canvas Shoes

**in Straps and Oxfords
For Comfort and Coolness
During Midsummer Heat**

“Speed King” Tennis and Outing Shoes

**The popular High-Grade-Low-Price line
of Rubber Soled Sporting Shoes**

**Well assorted stock in all above lines ready for
*Immediate Shipment.***

All orders received, whether through salesmen or by letter, telegram or telephone, are given the same SPEEDY SERVICE.

J. A. McLaren Co. Ltd.

30 Front St. West - Toronto

Announcement

The Guardian Shoe Company

Limited

Manufacturers of Fine Shoes

Announce the acquisition of the plant formerly operated by Messrs. Lagace & Lepinay, 30 Anselme Street, Quebec City.

The Company will specialize in women's Welts and McKays, and a full range of samples will be available for inspection by the trade by July 15th.

Business will be confined to the wholesale trade only.

Personnel of The Guardian Shoe Company

Herbert V. Gale, President.
Benjamin Gale, Vice-President.
E. E. B. Rattray, Secretary-Treasurer.
Geo. A. Fortin, Superintendent.
R. Leullier, Sales Manager.



Make the Most of The Present Demand for "GUTTA PERCHA" Canvas Shoes

Remember the old adage: "Strike while the iron is hot." This is the vacation season, the season of out-door recreation. There is a heavy demand for "Gutta Percha" Canvas Shoes and, no doubt, like others, you are having excellent sales. But do not be too easily satisfied; you can stimulate still more sales—

By Constant Alluring Displays and Advertising

Tie up with the natural demand. By your windows and your local advertising capture every prospective purchaser who is even considering the purchase of canvas shoes. Crystalize that half-formed desire. Make them buy and see that they buy from you.

People Want Them---Let Them Know You Have Them

Every means you take to guide prospects to your store means just so many more sales and profits for you. Intensify your mid-summer sales.

At Your Distributors or Our Nearest Branch

Gutta Percha & Rubber
—LIMITED—

Head Offices and Factories, Toronto

Branches from Coast to Coast

"Over Fifty Enquiries"

"Footwear in Canada"

Dear Sirs:—

The many direct enquiries received from our advertisements of staple lines in your paper prompt us to testify to the efficiency of "Footwear in Canada" as an advertising medium.

A single advertisement in your paper was productive of over fifty enquiries.

O. Goulet & Sons Ltd.

Signed, J. B. Goulet, Gen Mgr.

The above is just typical of the letters we receive from enthusiastic advertisers.

Our circulation, which is 57% greater than any other shoe paper in Canada, and has 67% more readers among the retail buyers, is sure to reach every possible shoe and leather man in Canada.

We shall be pleased to give
you any further information

TORONTO
349 West Adelaide
Street



Footwear

in Canada

MONTREAL
119 Board of Trade
Building



*They're going fast
at this price—*

In
Stock

ANDOVER

\$4⁷⁵

COUNCILLOR



Stock No. 10
Stock No. 12
Stock No. 14
Stock No. 16

Brown Calf Oxford
Gunmetal Calf Oxford
Brown Calf Oxford
Gunmetal Calf Oxford

Andover Last
Andover Last
Councillor Last
Councillor Last

C and D Widths

*For less than three pairs an extra charge of
fifteen cents per pair.*

*"The two snappiest shoes
you can offer your
young men's trade"*

The Talbot Shoe Co., Limited
St. Thomas - Ontario

BRITAINS FINEST



FOOTCRAFT 1923



Brands that have
established a
world-wide
reputation

"Waukeezee"
Characteristic Footwear

"TRUE-PHIT"

"BRITTANIC"



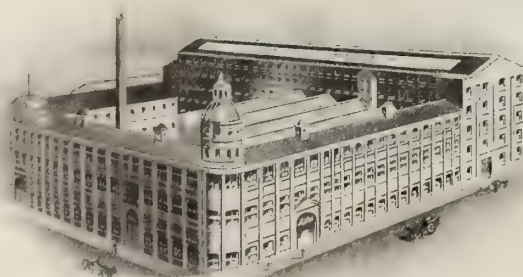
WOMEN'S and MEN'S
LEADING
BRITISH
BROGUES.

From 1866 to 1923 they
have proved leaders
in the shoe markets of
the world.

See Special Exhibit
CANADIAN NATIONAL
EXHIBITION, TORONTO
International Building

John Marlow & Sons Ltd.

Phoenix
Shoe
Works
NORTHAMPTON
England



Agent:—
J. F. BENTLEY
77 Victoria St.
Toronto

Imported English Footwear

New Styles — New Materials — New Lasts

GET in touch with our Canadian Representative, Mr. A. J. Machin, 327 King St. East, Hamilton, Ont. He will be pleased to forward samples, prices and any other information you may desire concerning "Footgloves".

John Scott & Co., (Stafford) Ltd.

*Footglove Factory
Stafford — England*



"Judge it



by its users"

Color Penetration Perfect

To prove to your own satisfaction the 100% color penetration of Havana Brown Kid—open up the grain of any skin you may choose at random. If you wish, we'll send samples for you to make this test.

Not only in color penetration but in beauty and serviceability, New Castle Havana Brown Kid stands supreme.

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses' and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



Samson SKI BOOTS



Place an order for these ski boots now and have them ready when winter comes. They are strong, well made and comfortable, giving the foot the support it needs. Write for samples and prices today.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC

THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

**NOW!
IS THE TIME**



**Push
Them
Hard**

**Non
Rip** Reg'd

HUMBERSTONE SANDALS

In Black, Brown and Tan. Order TODAY—by name

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

Wholesale Only

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00
DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.
CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan
\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

A. L. GAMBA 46 Dean Street,
London W.1 & Milan



Agent for Canada:—

A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoo,
Ox. London"



FOR OVER 20 YEARS

Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.
The position of Toe Dancing in England today
is Testimony to their Excellence

A glance will tell you all you need to know

Honest value was never more evident than in the "**Peterboro**" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO



Shoemakers to Wholesalers only

Footwear

in Canada

Member Audit Bureau of Circulation

57% more paid circulation
67% more retail readers

than any other Canadian
shoe and leather paper
See Audit Bureau of Circulations Report
Subscription records open for inspection

VOLUME XIII

JULY, 1923

Number 7

IN THIS ISSUE READ

<i>A Page with Canada's Shoe Travellers</i>	37	<i>Letter from President of Federation</i>	42
Ackerman & Son, B. F.	13	Landis Machine Co.	58
Aird & Son	14	La Duchesse Shoe Co.	12
Beardmore & Co.	56	<i>Making Handbills Pull</i>	29
Breithaupt Leather Co.	1	Marlow, Joan & Sons, ...	10
Can. Consolidated Rubber Co.	4	McDowell & Lincoln Ltd.	49
Cote, J. A. & M.	58	MacLean Publications Hugh C.	8
Cote, A. A.	57	McLaren Co. Ltd., J. A.	5
Clarke & Co., A. R.	60	<i>Notes on the Trend of Footwear Fash-</i> <i>ions</i>	22
Columbus Rubber Co., Ltd.	3	<i>News from the Montreal District</i>	46
<i>Editorial</i>	17	New Castle Leather Co.	11
Edwards & Edwards	47	Oscar Onken Co.	49
Everett & Baron	12	Panther Rubber Co.	2
<i>Finishing the Repair Job—By Oliver M.</i> <i>Brooks</i>	39	<i>Parisian Shoe Designs</i>	25
<i>From Tropic Forest to Milady's Boudoir</i>	51	<i>Question and Answer Department</i>	42
Franklin Machine Co.	47	<i>Review of Leather Boot & Shoe Indus-</i> <i>try in Canada</i>	24
Fortuna Machine Co.	47	<i>Reduce Depreciation Factor with</i> <i>Slogan, "Footwear for Every</i> <i>Occasion"</i>	30
<i>Good-will Advertising to Boys Gets</i> <i>Results</i>	33	Robson Leather Co.	53
<i>Greater Activity and Better Feeling</i> <i>Evidenced in Canadian Footwear</i> <i>Industry</i>	45	<i>Slants for Envelope Teasers</i>	18
Gamba, A. L.	13	Samson, Enr., J. E.	12
Globe Shoe Co.	59	Scott & Co., John	11
Gutta Percha & Rubber Ltd.	7	Standard Last Co.	50
Guardian Shoe Co.	6	<i>The Robert Wilson Shoe Store, Hamil-</i> <i>ton</i>	19
<i>How Fyfe's Play Up Hosiery</i>	34	<i>The Other Man's Advertising</i>	38
Halford Pub. Co.	12	<i>The Shock Absorber of the Canadian</i> <i>Shoe Industry</i>	28
Hannahsons Shoe Co.	16	Talbot Shoe Co.	9
Hinde & Dauche Paper Box Co.	47	United Shoe Machinery Co.	55
Humberstone Shoe Co.	13	U.S. Hotel	13
<i>It's Your Convention—Attend it</i>	41	Victor Shoe Machinery Co.	50
<i>In the Boston Market</i>	48		
<i>J. P. Walter, Listowel, Sells Shoes,</i> <i>Hose, Shirts, Ties, Trunks and Bags</i>	26		

Hugh C MacLean  **Publications Limited**
Vancouver, Winnipeg, Montreal 347 Adelaide St. W. TORONTO

It's not so much where we stand but in which direction we are moving



No. F889 \$3.85

F889 Black Satin Cross Strap, Suede Trimmed, Side Cut Outs, Genuine Turn, 15½/8 Full Louis Heel, Pearl Buttons, A to D, code "Mabel"\$3.85



No. F864 \$3.25

F864 Black Satin with Suede Two Button One Strap, Side Cut Outs, Imitation turn, 14/8 Jr. Louis heel, widths B to D, code "Pep"\$3.25



No. F867 \$3.25

F867 Black Satin One Strap with Fore Strap, Cut Out, Suede Trimmed, Imitation Turn, 14/8 Spanish heel, B to D, code "Thetis"\$3.25



Style All The While

Style is the life of your trade in Women's shoes.

HANNAHSONS footwear novelties correctly reflect Fashion's latest decree.

And this style assurance is yours without cost.

HANNAHSONS fashionable novelties are in stock—ready to ship—either sizes, dozens or cases.

Order today and be convinced that HANNAHSONS styles will boost your sales and profits.

HANNAHSONS SHOE CO.

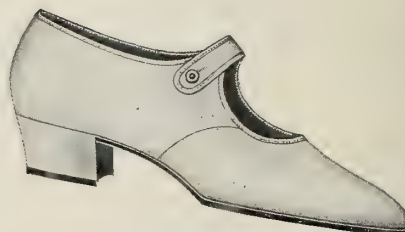
Haverhill, Mass.
U.S.A.

Manufacturers



No. F885 \$3.60

F885 Black Satin One Strap, Soutache Braid Trimmed, Pearl Button, Genuine Turn, 15½/8 Full Louis Heel, A to D, code "Elaine"\$3.60



No. F210 \$3.50

F210 Levor's White Washable Kid One Strap, imitation turn, leather lined, covered 9/8 heel, B to D, code "Trixie" \$3.50

No. F560 \$1.60

F560 White Canvas One Strap, imitation Turn, 9/8 Military heel, B to D, code "Dandy"\$1.60

F658 Same as above except Genuine turn, B to D, code "Clyde"\$2.00



No. F790 \$2.15

F790 Black Satin One Strap, Orchid lined, 14/8 Jr. Louis heel, widths B to D, code "Adra"\$2.15
F791 As above except with 12/8 Cuban heel, code "Amy"\$2.15

Canadian Representatives:

A. E. JONES, 153 Peel Street,
Room 102, Montreal, P.Q.

V. A. PEARSALL, 11 Fern
Avenue, Toronto, Ont.

Wm. McLEAN, 4312 Pine Street,
Vancouver, B. C.

Send for your copy of
HANNAHSONS NEWS
just issued. It will interest you.



With the Editor



Who is My Competitor?

Some shoe men are under the delusion that their keenest competitors are their fellow merchants in the same line of business. This is not the case. Today, our keenest competition is probably the automobile interests. For several years past a large proportion of the average income from \$2,000 up—and even below \$2,000,—has been expended for motor transportation. The original cost of the car is not the biggest item. It is the running expenses—gas, tires, repairs, depreciation—all these run into sums of money far greater than the ordinary individual, who does not keep accounts, imagines. He finds that his income seems to dwindle into thin air, but is blissfully ignorant of the outlay. The garage man knows, however.

The motor car has created a new channel through which an uninterrupted and ever increasing stream of wealth is flowing. That wealth is being drawn from a hundred other channels which are, as a result, to some extent depleted. Among other lines the shoe business has felt the effect of this transfer of buying energy. When a household is at the expense of operating a car it means, in many instances, that there is less money available to spend on shoes.

The automobile people certainly deserve credit for the remarkable success they have made of their industry in a comparatively short time. Their advertising and merchandising methods have been aggressive in the extreme and correspondingly effective. They have played very cleverly not only to the universal desire for pleasure, but also to another of the most powerful of buying motives, that is vanity. Thus consider the place the motor car has won as a gauge of social standing. It is today almost more important than the home itself. The current expressions which are continuously upon peoples' lips demonstrate this fact—"Oh, yes! he drives his own car," "Brown drives a Cole-8," "You should see the new car Smith's have got—it will leave anything on this street behind." The whole trend of modern conversation is an evidence of how the captains of the automobile industry have got people "keeping up with the Joneses" in the matter of their motor cars. A man is judged by the number of cylinders in his car all too often, quite regardless of whether he has a one-cylinder brain.

All this by way of demonstrating the fact that the

automobile interests have been on the job—and if other lines of business are not to lose out they must show equally aggressive methods. It is up to the shoeman to try and prevent the automobile and similar commodities of luxury from absorbing to too great an extent the interest and attention of the public. The importance of the shoe has got to be kept in the public mind, if it is not to be over-shadowed by these other powerful merchandising attractions. It is necessary to keep hammering away continually on the fact that "the shoe is the most important item of wearing apparel." It may be said in a thousand different ways, but in any form of publicity this message should somewhere find a place whether directly expressed or implied.

Combatting the Mail Order Menace

"I recently attended a business meeting of the Retail Merchants' Association and was impressed with a speech made there in which reference was made to combatting the mail order house business," writes a shoeman from the head of the Lakes. "The speaker advanced the information that some \$900,000 worth of business had passed out of Fort William and the vicinity and gone to the mail order concerns, and he sounded an alarm to all merchants to awake to the actual conditions."

"Now this is a lot of cash to go out of town," our correspondent goes on to state, "and I have been thinking much about what is the solution of the problem. I must admit that I have not succeeded very well, but I have a notion that this condition is not general, for it seems to me abnormal, and in my selling experience with the public I am struck with the general opinion that merchandise is too high.

"It seems to me that it is almost superfluous to train oneself to render an intelligent service when such service is merited so lightly by the buying public and I have just about come to the conclusion that the 'self service' plan of merchandising with that which is **absolutely cheap** is almost the safest—at any rate until this wave of incredulity, lack of appreciation or faith, subsides and the purchasing public settles down again to saner ideas of values and service.

"Of course much of the merchant's real worries rests with themselves in their unwise methods of conducting their business and there is no doubt but that

much of the unsettling of the minds of the purchasing public and their lack of faith in their home town merchants has been brought about through the excessive amount of forced selling of merchandise that has been thrust upon the market—as a result of the errors made by unwise, untrained merchants.”

There is one, and only one, way to fight the mail order evil, and that is by aggressive merchandising methods and service. Shoes should not be bought by mail—unless where the customer has, in the first instance, been properly fitted, and can reorder the same last and size; even then it isn't always satisfactory, as the foot sometimes changes. Emphasis should be placed on fitting service in the shoe store—and that presupposes that the retailer is equipped to furnish it.

The retailer who attempts to beat the Mail order house at their own game—that is “cheap goods without service”—is up against a tough proposition; for they can operate more economically than the average retail store. Personal service is the commodity that

they can't supply, and therefore it is the weapon with which to fight them.

The most fatal mistake any merchant can make is to get sore at his customers when they buy goods from the mail order house—then he drives them away for keeps. We know of one man who, when a customer whom he also knew to be a mail order client, came into the store to make some purchase, would ask, rather sarcastically, “Oh! Couldn't you get that by mail?” Thereby he killed all his chances of ever winning these customers back.

One retailer who wrote us recently stated that he had devoted his regular newspaper space for several weeks last fall to a series of letters relative to the disadvantages of mail order purchases both from the viewpoint of the customer and the community. He also kept their catalogues on hand, and samples of their goods with which to demonstrate to his clients their cheap quality. He declares that this method proved quite effective.

Slants for Envelope Teasers

A surprisingly small number of retailers use “teasers” on envelopes containing direct advertising matter, considering the proved effectiveness of these devices. An advertiser wishes all recipients to open his envelope. Such is the public's reaction to much advertising, however, that many, seeing an envelope containing advertising, throw the envelope into the waste basket or stove unopened. The “teaser” came into use to prevent such happenings.

A recipient is fairly certain to look at the face of every envelope he receives. On the envelope face, in bold letters, we put a line or two of a curiosity-arousing nature. Not much; just enough to cause the recipient to open the envelope, prepared to examine.

A good teaser is characterized by two things. It contains, first of all, a mystery. Second, it holds out a promise. The promise is that it will profit the recipient to investigate further.

Here are some sample teasers, observed by the writer recently:

“It's my treat. Have one on me!”

“Thirty-nine leading local citizens have investigated the inclosed proposition, and enthusiastically endorse it.”

“Hot stuff from Jimson!”

“Grab this quick!”

“Fresh News Concerning An Important Matter.”

“It will pay you to open this envelope.”

Of all these samples, the first, unquestionably, has the greatest appeal. “Have one on me!” has an interesting sound, even in these prohibition days. This particular advertiser inclosed three advertising packets of seeds, as well as a letter advertising merchandise. He could have

said, “FREE!—Look within!” “As Free as the air you breathe” or any one of dozens of similar statements incorporating the “Free” idea. I am inclined to believe the one he used couldn't be improved upon.

“Hot Stuff From Jimson!” and, “Grab This Quick!” were both used by the same advertiser, a man given to humor who knows what his clientele will take and enjoy in good-nature. The “promise” here was of something interesting within, and recipients knew Jimson well enough to feel they wouldn't be dissatisfied. The “teaser” got results.

“Fresh News Concerning An Important Matter,” has two points of strength. To begin with, “News” is a powerful word. Folks are interested in news always, and the adjective, “Fresh,” made the idea still stronger. The second point, of course, was the phrase, “Important Matter.” It was natural for the reader to wonder what the important matter was. He wasn't satisfied in most cases until he had opened the envelope and learned.

The remaining teaser suggests still another tack the advertiser can turn to—the use of some challenging piece of information, bearing on the worth of the offering. He scratches his head for some fact which will instantly arouse interest. Then he takes this and puts in on the envelope. This particular advertiser reasoned that the fact that a large number of local people had bought would be impressive. He made it most impressive by stating the exact number.

The foregoing examples illustrate how “teasers” are originated. They serve an important purpose, and it is frequently well to use them.



The Robert Wilson Shoe Store, Hamilton

A Business that has been Reared on Pep and Original Ideas

**And it's Thriving on the Diet—Art. Wilson has Recently Taken Control of the Entire Concern—1922 was His Best Year and 1923 Promises to be Still Better
—How he Keeps Public Interest Alive**

One of the oldest, and yet one of the most youthful, shoe businesses in Ontario is the Robert Wilson Shoe Store, Hamilton. Hamilton wasn't the thriving industrial centre it is to-day when Robert Wilson first started to sell shoes there—though doubtless it was then, as now, the "ambitious city." That was sixty years ago, the measure of a man's life, according to the Psalmist, but the business shows yet no signs of senile decay—it seems on the contrary to be full of the spirit of youth and progress, not bound by the shackles of tradition and of the past, but reaching out toward bigger things in the future and constantly readjusting itself to the changing tastes and requirements of the Canadian public as it is represented in Hamilton.

Forging Ahead

"Art" Wilson is the proprietor of the business. He and his brother, Charles E., had been running it jointly for the last ten years, but just recently Charles has sold out his share and "Art" has taken over the whole business.

Those who know Art Wilson know why it is

the business has been steadily progressing, year by year, each season a little ahead of the last. It is to the men's end of the trade that he has been devoting his attention. 1922 was the biggest year he ever had, being 30 per cent. ahead on men's shoes as compared with any previous season—and 1923 promises to leave that record behind.

When Art set out in life he didn't aim to be a shoe merchant—too humdrum, not enough of the thrill of adventure in it in those days—but then he didn't foresee the post-war days with all the thrills of taking a big mark-down on stock at each stock-taking time. If that, and an importunate banker, and insistent creditors, and a stubborn incredulous public, won't give a man thrills up and down his spine—well, ask any shoe retailer.

However, one season Art chipped in to help out his father, the late Robert Wilson—who wanted to visit his old home in Lisburn, Ireland—and he found selling shoes was neither as simple nor yet as monotonous and uninteresting as it appeared. He stuck with it for a time and almost before he realized it



Since Mr. Arthur Wilson has taken over the general management of the business, Mr. O. E. MacFarlane has been placed in charge of the men's department of the Robert Wilson store. Mr. MacFarlane has been with Wilson's for the last ten years and his thorough acquaintance with the firm's methods fits him to take responsibility for the running of the business in Arthur's absence.



Art Wilson (himself). He has recently taken over entire control of the Robert Wilson Shoe Store.



H. A. Tanney, who has recently assumed the management of the women's and children's department in the Robert Wilson Shoe Store, is a shoeman of long experience. Twenty-one years ago he started in with Neill's, Ltd., in London, and was later transferred to the head office of the same concern in Peterboro. Twelve years ago, he left Neill's to join up with Murray's, Ltd., of London, and has been with the latter concern up until the time when he made his most recent move.

he had become so absorbed in the business that he just couldn't quit. So that's how he comes to own the store to-day.

Injecting the Personal Element into it
Business with Arthur Wilson depends upon per-

sonality. It's a matter of making friends and serving them, of arousing people's interest, of keeping them wondering what Wilson's going to do next. Everybody knows Art and Art knows everybody.

Whether it's his own business or somebody else's, he throws himself into it with the same enthusiasm

**WILSON'S
BACHELOR
SHOES**
\$7.00 PR.
**THEY WILL TICKLE
YOU PINK!**

(OH MEN)
The New
**SPRING
BACHELORS**
are coming
in every day.
\$7.00

MEN!
BREAK
OUT THIS
EASTER
in another pair of
Bachelors
\$7.00 a pair

**WILSON'S
BACHELOR**
**JUST A
REAL
GOOD
SHOE** **\$7.00**

\$7 WILSON'S \$7
BACHELOR
THE "BUYWORD"
for
MEN'S SHOES
in
Hamilton

Wearing
"BACHELOR SHOES"
is like
**GOIN' BAREFOOT
WITH YOUR
SHOES ON**
\$7.00

**WILSON'S
BACHELOR**
A GOOD CIGAR
and a
REAL GOOD SHOE
\$7.00 PR.

**WILSON'S
BACHELORS**
\$7.00 pair
Just
like a
CAN'T BE BEATEN!

These window cards have proved a very effective medium of publicity for the Robert Wilson Shoe Store. As will be noted, Art. has adapted nationally known slogans to his own merchandise. Cards designed by City Window Card Co.

as he would into a baseball game or a set of tennis. If you don't get fun and friendship out of life, you don't live—that's Art's philosophy, or part of it. Further, he says, if you want to build a retail business, the cornerstone of it is your circle of acquaintance—the more people you know and more people know you, the bigger your opportunities.

Windows that Get People Talking

The personality of the man who runs the store is reflected in its windows. Wilson's are different from those of any store in town. They have the virtue of originality. One of the most striking things about them is the window cards—we reproduce a few of the ideas that have been evolved in Art's active brain within the last season. You'll notice that he has appropriated for his own use nationally known slogans used by manufacturers of various famous brands of merchandise and applied them to shoes. "Wilson's Bachelor Cigars" is a name that is known to every man who smokes. It's got an advertising punch in it that Art applied to his own line of shoes with gratifying results.

"Just a real good shoe"—let me see where did I hear that before? Oh, yes! The Durant Car! Good slogan that—if Art's shoes are as good as his advertising, they must be all right—wonder what he'll have in next week."

And so Art keeps them guessing along, and sometimes they'll go out of their way a block to see what new one he's putting across. His windows are, so to speak, well illustrated—people turn to them like they do to the picture page in the newspaper.

Selling Wilson's Shoes

And the shoes are tied in with the cards. In a previous issue we showed the trade-mark that is stamped on his Seven Dollar line of men's shoes. This appears on the sole and top facing of every shoe, or, if it is an oxford, on the heel piece. On the Eight Dollar line a variation of the same name is used, "Wilson's Three-Star Bachelor." Art's idea is that a retailer should endeavor to sell his own name and his own goods to the public, in the first place, and should not devote all his salesmanship to advertising the brand of some manufacturer. However, if a demand exists for a well-known line, he has no prejudice against taking advantage of it, and in his nine and ten dollar stuff, he features a branded shoe that is popular among the men's trade in Hamilton.

In men's shoes, Wilson's prices are practically confined to \$7, \$8 and \$9. There are a few \$10 numbers, but they are not a volume proposition. The Seven and Eight Dollar lines are the fastest movers, and the bulk of Art's business, say 60%, is with the younger men. However he doesn't turn down the other 40% of staple business that comes his way, and he doesn't carry any freaks that might frighten away this class of trade.

Concentration in Buying

The policy of concentration is shown not only in the prices of the goods, but also in the buying. Wilson's purchases in men's shoes are confined to three houses, and 75 per cent. goes to one manufacturer. As a result he gets excellent service, and while he is strongly opposed to the idea of throwing adjustments back to the manufacturer all the time, yet, as a large and regular customer, any requests or suggestions he may make, receive very prompt and

courteous attention. His policy, in general, is to make all adjustments with the customers himself.

Sales are regarded by Art Wilson as an unnecessary evil. His policy is to mark down a line as soon as it begins to drag. If it won't move at its original price it is marked down and placed in the window as a Five Dollar Special—and that generally does the trick. In that way, too, it isn't necessary to wait till the end of the season to know how the business is running. If a loss of 25c is shown on a pair of shoes, that is posted in the ledger the same day, and there is a perpetual statement available showing just how the winds are blowing financially. There is a cost mark on every sales check that goes out, and the copies of these are used for summing up the day's business each evening.

It's a good combination and one that practically guarantees the success of any retail concern—namely, a careful buying and financial policy, based on complete and accurate store records, together with live, original, aggressive merchandising methods. That's why the Robert Wilson Shoe Store has been able to increase business in the face of the difficult conditions with which the retail trade has been confronted.

What do You Know About Leather

The world is invited to put down on paper all it knows about leather, and is offered \$5,000 in cash for doing so.

The American Sole and Belting Leather Tanners, of 17 Battery Place, New York City, extend the invitation. They interfere with individual initiative in only one way; the title of letters or essays must be "Nothing Takes the Place of Leather." But the title, the tanners believe, will not rule out any letters. Nothing **does** take the place of leather, so anything written on leather will come under the chosen title.

The contest which is now on and will terminate at midnight on October 30 is just one of the association's smashing attempts to turn public attention to a servant that mankind has had since the world began and which has never had decent recognition.

Leather is used in so many ways, and many of them so little known to the general public that there are unlimited possibilities for variety and interest in the letters that can be written in attempts to win the \$2,000 first prize, or the \$500 second prize, or the \$200 third prize, or one of the five prizes of \$100, the ten prizes of \$50, the twenty of \$25, or the eighty "consolation" prizes of \$10 each, included in the 118 awards that will be made.

No one is debarred from the contest and there are few conditions. Tannery workers, shoe clerks, factory superintendents or any one else connected with the leather industry should have, however, an advantage over others. They know more about leather to start with, although everyone uses leather and knows about it more perhaps than they realize.

Letters must be in English and on one side of the paper, they should have the competitor's name and address at the top of the first page, they must be in properly sealed and stamped envelopes, they may be of any length, and they must bear a postmark not later than midnight October 30. They will be addressed to "Contest Judges, American Sole & Belting Leather Tanners, 17 Battery Place, New York City."

Notes on the Trend of Footwear Fashions

Report of U.S. Style Committees

It is the custom four times a year for the Style Committees of the National Shoe Retailers' Association, the National Boot and Shoe Manufacturers' Association, the National Tanners' Council and National Shoe Travellers' Association, of the United States, to prepare style reports for the advancing three months' period.

The national conference recently held laid out a platform of style for the months of July and August, and for early fall. The most significant features of this style program are as follows:

Women's Styles

Definition of Conservative Footwear—Conservative footwear covers plainer effects in straps and oxfords confined to plain leathers and such general types of shoes as are generally considered in the non-speculative class.

Conservative Welts

Patterns—Oxfords and one- and two-straps, with oxfords predominating.

Lasts—medium, with tendency toward fuller toes.

Heels—9/8 to 14/8.

Materials for July retailing—(1) White leather and fabrics. (2) Black and brown leathers.

Materials for August and early fall—Black and brown leathers.

Fashion and Sports Welts

Patterns—Straps and oxfords, with straps predominating.

Lasts—Present trend with tendency toward fuller toes.

Heels—9/8 to 14/8.

Materials for July retailing—(1) White leather and fabrics. (2) Black and brown leathers.

Materials for August and early fall—(1) Brown leathers plain and trimmed. (2) Black leathers plain and trimmed. (3) Patents.

Note—By brown leathers are meant shades shown on the official color card for Fall 1923, listed as Beige, Mandalay, Log Cabin and similar tones.

Conservative Turns

Patterns—Oxfords and straps, with plainer type of one- and two-straps predominating.

Lasts—Medium, with tendency toward slightly fuller toes.

Heels—Wood and leather, heights 9/8 to 14/8.

Materials for July retailing—(1)—White leather and fabrics. (2) Black and brown kid. (3) Black satin. (4) Patent.

Materials for August and early fall retailing—(1) Patent. (2) Black satin. (3) Black and brown leathers.

Fashion Turns

Patterns—Straps will predominate. Some fancy effects prevailing, with an interspersing of sandal effects and gorings.

Lasts—Medium, with tendency toward slightly fuller toes.

Heels—Boxwood, heights 10/8 to 14/8; full Louis and Spanish Louis, 13/8 to 17/8.

Materials for July retailing—(1)—White leather and fabrics trimmed and plain. (2) Patents. (3) Black satin. (4) A continuance of neutral colors in the brown class, as shown on the official color card.

Materials for August and early fall retailing—(1) Patents. (2) Black satin. (3) Black and colored

ooze, plain and trimmed. (4) Brown kid and brown satin.

Evening Shoes

Patterns—Straps will predominate, with a liberal proportion of openwork effects, including modified sandal patterns.

Lasts—Medium, with tendency toward slightly fuller toes.

Heels—Mostly full Louis, 14/8 to 17/8.

Materials for August and early fall retailing—(1) Silver and gold brocades. (2) Plain satin and brocades. (3) White kid.

What About the Short Vamp?

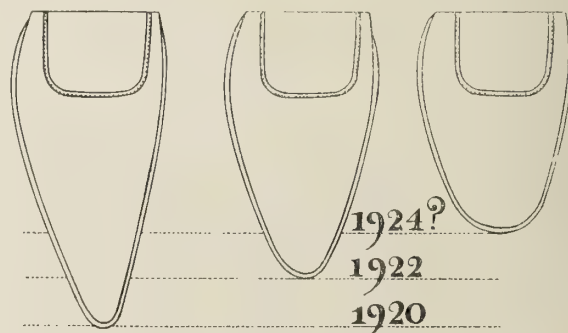
The short French or stage last is being discussed as a possible feature in the states. It is a logical enough development. Vamp lengths have been gradually decreasing since 1920. In that year the five-inch vamp was not unusual. In 1922, it had dropped to 3¼ in., and as the movement continues, it introduces the 2 in. or 2¼ in. vamp.

It is interesting to note that the trend in France has been quite the reverse. On another page of this issue are reproduced three Parisian designs, and it will be noted that the lasts are quite long and slim. The possibilities are that 1924 will see the vogue of the extremely drawn out vamps in the French capital, while in 1920, as will be recollected, French footwear showed only two-inch vamps.

Makes Foot Look Smaller

The short forepart is attractive to many women because it gives the shoe an appearance of smallness. The same will look more than a size smaller on the stubby last than on the elongated variety, and though there is less anxiety today than ever before, probably, regarding the squeezing of the foot into a small shoe, nevertheless the average woman still likes to be complimented on the neatness of her feet.

The vamp length of 3¼ in. which has lately prevailed and the general lines of the popular lasts combine common sense and symmetry to an unusual degree, and it would be a pity should they be thrown



An illustration of the possible trend in lasts, as seen by a U. S. designer

into the discard merely on account of the vagaries of fashion. Shoeman will do well to be prepared for the possible popularity of the diminutive vamp, but its deliberate encouragement is scarcely a wise policy. It introduces fitting problems which increase the already sufficiently numerous difficulties of the sales-

Last-Minute Observations by Canadian Shoemen

The popularity of short vamps in Canada is doubtful, in the minds of some leading shoemen. Two well-known manufacturing houses pointed out to "Footwear" that they had tried them out a year ago last spring when they were going like hot-cakes in the States, but that, while they were successful in selling them to the retail trade, the retail trade was not successful in selling them to the public, and they proved an unprofitable proposition. Consequently they are very chary about touching them again. The expenditure necessary for new lasts is of course another factor that will militate against their widespread adoption here.

We also hear from a prominent stylist who has just returned from looking over the situation in New York that there has been a reaction among the manufacturers in that district and that the vamps of the samples that will be shown at the Boston style show have been lengthened.

In the Ontario retail trade, solid colors are

apparently preferred to combinations, and, while buyers are quite finicky about patterns, it is nevertheless the fairly conservative designs upon which the bulk of the business is being done. All whites have been much stronger than shoes with colored trimmings. Suedes have been good in quiet shades, grey, beige, sand, etc. Black is heralded by some as a big feature for fall—one shoeman doing a popular-priced trade tells us his largest orders for the coming season are for black satin straps. Straps, apparently, will continue to hold the field—cross-straps designs are coming to the fore, and two and three straps are more seen. In heels, moderate Spanish types still predominate, and one reason why the short vamp is unlikely to meet with big success over here is because Canadian women seem determined to cling to moderate and low heels, whereas a stubby toe requires a high heel to give the proper balance to the last. An 8/8 military type of heel is proving very good in some lines.

man. For certain types of feet the extremely short forepart may be all right, but with others it is almost bound to create trouble.

Opinion generally expressed south of the line is that it ought to be held back until the styles are brought out for spring 1924. But the fact of the matter is, that consumer interest in it has already developed in many sections of the States, and already vamps little more than two-inches long are being worn both for street and dress wear.

Heels for the lasts for midsummer and for early fall are down to 6/8 on walking and sport styles, but 8/8 is a more common height. There is a marked tendency towards higher heels, however, and some as high as 13/8 are shown in the military type while 14/8 and 16/8 heels are seen in dress footwear. The high heel should, logically, accompany the short forepart.

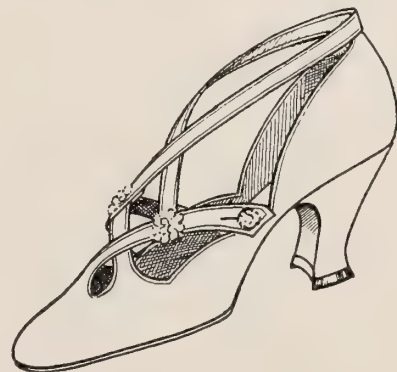
Notes From the U. S. Style Centres

The brown tones in suede have already appeared on the streets of New York. This should naturally be considered an autumn shoe, but it is said that the women are forcing the trend in footwear, as they have done in millinery and gowns. The patterns shown in these models are about equally divided between straps and gores. The front strap and cross strap variety are to the fore, all in delicate effects and with few cut-outs. In the gore styles, cut-outs are shown, and some have plain fronts, while others feature the over-hanging tongue.

There are some conflicting reports with regard to the sale of colored footwear. It is reported that they have become a bargain counter proposition in New York. One prominent Chicago retailer is quoted as stating that they have gone stale with the trade, but another states that the vogue continues unabated with blue, green and scarlet leading. From Cleveland the

report comes that a sufficient quantity has not been available to supply the demand.

Among the lines mentioned as having created interest in Chicago are: Sandals with ankle straps in colored kid, or patent, featuring the new round toe and a 17/8 Spanish heel; pump is beige kid with a broad, two-button strap and novelty cut-outs with dark brown kid inlays, collar and throat trim of brown kid, 14/8 Spanish heel; patent leather



A cross-strap design by a U. S. firm, featuring short vamp

sandals with two cross straps, button fastenings, round French toes, boxwood heels, with or without cut-out vamp.

White shoes have jumped tremendously in favor in Chicago, while combinations have waned.

The bulk of the samples for fall, it is forecasted in certain quarters, will be of light and dainty type—at least so far as the novelty shoes are concerned. While there are a number of the mannish styles in the sample ranges, but they are said to be of a lighter character than usual.

Table showing principal statistics of the Canadian Shoe (leather) Industry for the five year period, 1917-1921

		1917	1918	1919	1920	1921
Factories	No.	185	161	161	173	177
Capital invested	\$	31,486,345	33,274,753	38,680,581	34,347,026	31,644,855
Salaried employees						
Male	No.	1,249	1,166	1,437	1,176	1,307
Female	No.	426	393	394	415	339
Salaries paid	\$	2,226,313	2,183,325	2,927,037	3,194,620	3,497,087
Wage earners, (average No.)						
Male	No.	7,425	7,160	8,318	7,129	7,001
Female	No.	4,164	4,418	5,192	3,916	4,267
Wages paid	\$	7,020,431	7,241,772	10,323,707	10,889,233	8,418,832
Outside pieceworkers						
Male	No.		101	20	59	188
Female	No.		329	346	535	387
Amount paid	\$		174,870	75,270	121,417	159,109
Cost of fuel	\$	206,600	168,433	168,954	239,985	195,331
Power employed						
Units	No.	588	534	782	759	810
Capacity	H.P.	6,893	5,087	6,362	8,251	9,161
Used	H.P.	5,945	4,255	5,117	6,323	7,147
Miscellaneous expenses	\$	3,458,799	3,057,907	4,958,452	6,274,039	5,383,950
Cost of materials	\$	26,780,543	27,318,772	39,973,890	40,291,595	23,379,183
Value of products	\$	49,170,062	46,387,665	63,319,128	66,817,174	44,665,381
Value added by manufacture	\$	22,389,519	19,068,893	23,345,238	26,525,579	21,268,198

A Valuable Review of the Leather Boot and Shoe Industry in Canada

The Dominion Bureau of Statistics has issued a publication in multigraphed form which will prove very interesting to shoemen. It is headed "The Leather Boot & Shoe Industry in Canada—1921" and is divided into two sections (1) a historical review, and (2) a statistical review.

The past history of the shoe industry is covered in a brief but adequate manner, and valuable figures are shown, indicating how it has grown during the last half century. For instance, there is a table showing the number of establishments, capital invested, number of employees, wages, cost of materials and value of products for every tenth year from 1871 to 1921. Also the imports and exports for each fiscal year from 1867 to 1922 are listed. It is interesting to note that imports were at their peak during the years 1913 and 1914, the figures being, respectively, \$4,111,492 and \$4,349,587. In 1922 the value of imports was the lowest since 1909 and, considering the big increase there has been in prices, it is probable that the number of pairs represented is the lowest since the beginning of the century. The 1922 imports are placed at \$1,338,775. The exports in 1920, \$5,679,702, were far above any previous or subsequent year—the 1922 figure is \$272,346.

In the statistical summary are included seventeen interesting tables, covering almost every phase of the industry. Production, capital, employees, wages, fuel consumption, cost of materials, miscellaneous expenses, power statistics, are all dealt with in detail. In several instances, the statistics are classified by provinces. We reproduce Table No. 1, which shows the principal statistics of the shoe (leather) industry for the five year period 1917-1921.

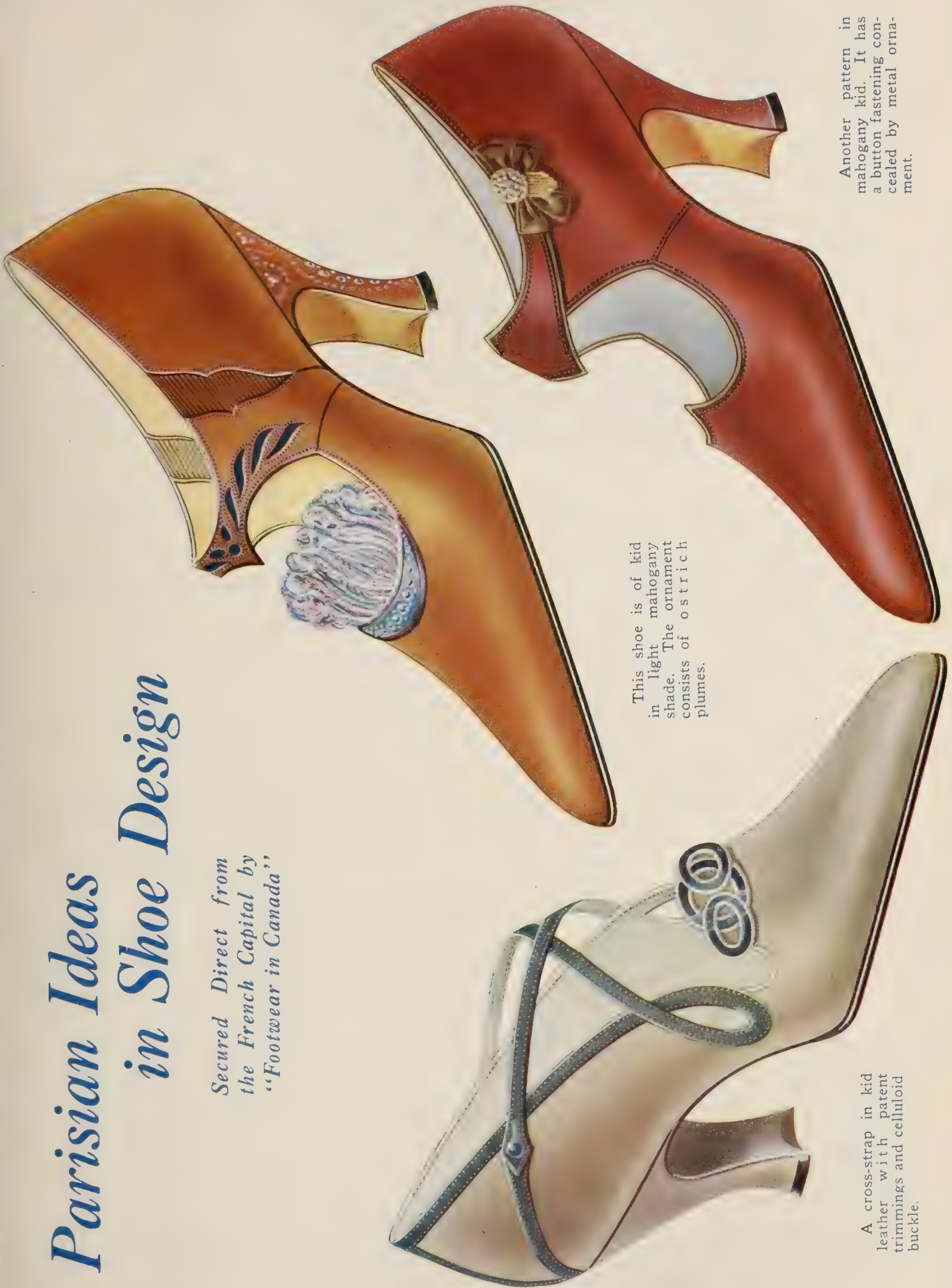
One of the most interesting features of this table is the figures showing the cost of materials, the value of products and the value added by manufacture. This last item is the difference between the cost of materials and the value of products and includes the labor, overhead and profit. The remarkable feature, as will be noted, is the fact that this item remains fairly constant, despite fluctuations in the volume of production. Thus while we find there was a decrease of over \$22,000,000 in the value of the production in the year 1921 as compared with the year 1920, the value added by manufacture was only decreased by slightly over \$5,000,000. Here is a pretty plain demonstration of what "overhead" and "turnover" mean in the shoe manufacturing industry. Manufacturers certainly were not making any higher percentages of profit in 1921 than in 1920 and the percentage of labor cost, while higher, would not account for this discrepancy. The evidence of the figures is that the overhead of the industry keeps running along almost regardless of the volume of production and that we can produce 19,000,000 or 20,000,000 pairs of shoes with very little more overhead expense than is required for 15,000,000 or 16,000,000.

The Standard Last Company have established themselves in new quarters at 734 St. Paul Street, West, Montreal. They are now Montreal selling agents for the Boston Last Co., Richmond St. Quebec.

Mr. T. A. Godbout, who was formerly vice-president of the Montreal Last Company, and Mr. R. Eck, who had been with the Boston Last Company, are managing the Standard Last Company. They report that this business is gradually improving.

Parisian Ideas in Shoe Design

Secured Direct from
the French Capital by
"Footwear in Canada"



This shoe is of kid
in light mahogany
shade. The ornament
consists of ostrich
plumes.

Another pattern in
mahogany kid. It has
a button fastening con-
cealed by metal orna-
ment.

A cross-strap in kid
leather with patent
trimmings and celluloid
buckle.



J. P. Walter, Listowel, Ont., Sells Shoes, Hose, Shirts, Ties, Trunks and Bags

He Finds That One Class of Merchandise Helps to Create Customers for Another—Doesn't Put Much Stock in Novelties, but Does Big Farm Trade in the More Conservative Lines

Carefully select a stock that is adapted to the requirements of the people to whom you plan to sell, keep your stock and your store neat and attractive, and let the people know that you have the merchandise they want. This sums up the policy that has built up a steadily expanding trade for J. P. Walter of Listowel, and has brought in buyers to his store for many miles around.

Mr. Walter finds it good business to handle side lines with shoes and, as the accompanying illustration shows, he stocks hosiery, men's shirts and ties, and trunks and bags. All of these move well and when selling shoes he frequently sells a customer one or more of the other lines. Not a few men in Listowel and vicinity buy all their shoes, hosiery, ties and shirts at Walter's and this combination requires little extra sales effort and carries satisfactory profits, at the same time helping to take care of overhead.

Pulling The Business

Given a good stock, Mr. Walters believes the quickest and best method of turning it over is to keep it out in both store and windows where people can see it, and to back these displays by snappy newspaper copy.

His windows are given close attention regularly, and it is just a question in Mr. Walter's mind if they are not the most efficient advertising force he has. This is not in any way belittling his newspaper copy which draws customers in from all over the country-

side, but his window displays never fail to produce satisfactory results.

Mr. Walter believes that it pays and pays well to keep display windows looking their best. People he says were never more interested in window shopping than they are right now—and this applies equally to farmers as well as urban dwellers.

Prosperous Community

In this connection it might be mentioned that Listowel is right in the heart of one of the richest farming sections in Canada and that the people living there have the money with which to buy good merchandise. A very large percentage of them own their own autos and make frequent trips to town. On some nights all through the summer and fall it is difficult to find parking space on the main streets owing to the number of farmers' cars. A great many of the people who drive in are young men. Others are farmers with their wives and children. All, however, are prospective customers, and their interest in window displays is shown by the amount of merchandise they usually take with them when returning.

An Attractive Store

Mr. Walter has as attractive a store and store front as is to be found in any of the smaller towns in Ontario and he uses it to excellent advantage making it work for him and produce profits 24 hours a day. Window and store displays never stop to sleep, Mr. Walter says, and long after he has gone home his dis-

plays are selling merchandise for him. While it takes time and trouble to arrange these displays the results are more than satisfactory.

Mr. Walters emphasized the point that it is important to show and advertise seasonable lines if maximum results are to be obtained and his offerings of merchandise never lag.

He regards location as a very important factor, and has selected his store with a view of its convenience to town buyers and its proximity to the principal points where out of town people are likely to come.

Buying Tendencies

People of Listowel and vicinity are of the industrious thrifty class and it is here that knowledge of the tastes of the community serves Mr. Walter well. It would be useless for him to stock a lot of high priced novelties. His clientele, while willing to pay good prices for what they buy, want merchandise that is going to give them service and satisfaction. This tendency is noticeable even in the young men and women. They buy freely but they want value for their money.

Listowel merchants generally have realized this and, compared with other towns, it is stated that few places in the Dominion do less buying from mail order houses. Listowel is also known far and wide as a good "sport" town and this means a nice trade both summer and winter in footwear for hockey, baseball, lacrosse and other games. Mr. Walter cashes in on his share of this business, also by being always prepared to meet the needs of the young people.

New Quebec City Firm With Strong Personnel

Guardian Shoe Company takes over the Lagace and Lepinay Plant and Enters the Field with an Experienced Organization.

From Quebec City comes the interesting announcement of the acquisition by the Guardian Shoe Company, Limited, of the Lagace & Lepinay plant at 30 St. Anselme Street. The Guardian Shoe Company will manufacture fine shoes, specializing in women's welts and McKays, and confining their output to the wholesale trade.

The Directorate of the Guardian Shoe Company comprises a particularly able and experienced personnel, an advantage which will place them in the forefront of the industry at the very outset of their career. The President of the Company is Mr. Herbert V. Gale, whose name is so familiar to the trade as the guiding spirit of Gale Bros., Limited, and as President of the Quebec Boot and Shoe Manufacturers' Association, that it may be called a household word. The Vice-President is Mr. Benjamin Gale, of Woodstock, Ont., while the remainder of the executive is as follows: Mr. E. E. B. Rattray, Secretary-Treasurer; Mr. Geo. A. Fortin, Superintendent; and Mr. R. Leuiller, Sales Manager, all of whom are well and favorably known to the trade. Mr. Rattray, of Gale Bros., Limited, has a host of friends in the shoe business, while Messrs. Geo. A. Fortin and R.

Leuiller count their supporters from coast to coast. Mr. Fortin is severing his connection with the Blachford Shoe Manufacturing Company, Limited, to join the Guardian Company.

In the design and manufacture of fine shoes, made on the latest lasts, the Company will be fortunate in being able to draw upon the many years' experience of Mr. V. Hatch, Gale Bros.' Superintendent, who is a Director of the new firm.

It is pleasing to know that the attractive quarters on St. Anselme Street, Quebec, now house such a representative and creditable undertaking on the part of the shoe industry. The premises themselves will contribute to the success one may expect of this enterprise. The premises are attractive and well-lighted, contain 90,000 square feet of floor space, and are equipped with the most modern machinery.

Guardian shoes cannot fail to arouse keen interest on the part of jobbers and exert a constructive influence in the field of Canadian-made products.

The Wayland Shoe Company has just opened a new store on St. Catherine Street, West, Montreal. Mr. E. J. Wayland is the owner.

Geo. A. Fortin, formerly with the Blachford Shoe Manufacturing Co., Toronto, has been appointed Superintendent of the Guardian Shoe Company, Limited, Quebec City, a new concern which is located in the premises formerly occupied by Lagace & Lepinay.

Mr. Peter Chouinard, of Dufresne & Locke, Ltd., has just left for Boston accompanied by the heads of three other departments of the same firm, viz., the Goodyear Welt Dept., the McKay Dept., and the Treeing Dept. They will visit the principal shoe manufacturers and pay special attention to the Boston Style Show.



Mr. A. E. Jones, who now represents the Hannahsons Shoe Co., in the Montreal territory

The Shock Absorber of the Canadian Shoe Industry

J. A. McLaren's View of the Functions and Activities of the Shoe Wholesaler, as Presented Before last N.S.R.A. Convention, Montreal

In casting around in my mind for a parallel case to that of the relation of the shoe wholesaler to the manufacturer and retailer, nothing occurs to me that better serves the situation than the illustration of the fender used by ships to receive the impact of the coming together of the ship and the wharf, and so on the one hand, to prevent damage to the ship, and on the other hand, to the wharf, the fender being the buffer, or the shock absorber and taking all the hard knocks, that would otherwise come to both boat and wharf, and at the same time keeping both harmless.

"Shock-absorbing" Isn't all Fun

In the same way, the wholesaler is the shock absorber between the manufacturer and retailer. And possibly because of this much abused and much misunderstood "middleman," who takes all the squeezing from both sides, with a smile, and arranges all the complaints that come to him with the minimum of friction, the manufacturer may have the mistaken idea that his goods are so far above criticism that there are no complaints, or at least only such odd cases as may filter through to him. But any manufacturer who is under this delusion would be greatly enlightened by a look through the wholesaler's mail. These complaints may not, in all cases, be justified, but whether they are real or not, they have to be dealt with, and often with as much finesse and diplomacy as was ever displayed by a Lloyd George or even by our Chairman himself, and that would be saying a whole lot.

I am not going to endeavor to bring before you a mass of facts and figures to show the good work done by the wholesaler, because I don't think it necessary with this audience to try to prove what is such a firmly established fact that no one seriously suggests that he can be eliminated, although occasionally he may be referred to as 'the unnecessary middleman.' But that is not the serious thought of the man of experience.

We can start, therefore, on the assumption that the wholesaler is an essential part of the shoe trade of Canada, for the purpose of clothing the feet of the Canadian people, and of doing his part in making Canada known to the world as a country in which the people are most efficiently and artistically shod.

Wholesalers Had to Take Their Loss

To those who ask the question of what use is the wholesaler, I would like in return to ask a question: "Who would have stood between the other two sections of the trade and performed the same services so satisfactorily as the wholesaler?" During the past few years, who not only kept the wheels in the factories turning, but also provided, when they were wanted, the necessary goods for late buyers, and in many cases to the wholesaler's own disadvantage and serious loss? Because although a man may be an optimist and may use the best judgment he

has, he cannot always make a "bull's eye," and mistakes have been known to occur which meant the eventual disposal of goods at a loss, as very many wholesalers know to their sorrow.

Small Merchant an Important Asset to the Country

Of course, the chief function of the wholesaler is as a distributor of goods for the manufacturer, or at least for such a portion of the manufacturer's goods as he does not distribute himself, so that these goods will reach points, both large and small. And there are many places throughout the country that are reached by the wholesalers' salesmen only at considerable effort and expense. My idea of the chief function of a real wholesaler is one who covers his territory thoroughly, taking in places, both large and small, and who gives the same careful attention to the wants of the small dealer in the country hamlet and village, as he does to those in the larger towns and cities. And I think it will be a bad day for Canada when the small storekeeper is put in the disadvantageous position into which there is, at the present time, some evidence of his being put, of not being able to compete with larger concerns selling direct to the consumer and who are given such preferences by the manufacturer as to enable them to undersell these smaller dealers who, while handling goods in a more limited way, are doing a real work in the upbuilding of the country by supplying the needs of their community, but who will not long be able to survive the difficult task that is being put upon them.

That, however, is a little digression. But I thought I would throw it in for the consideration of my friends, the manufacturers, who have their hands on the lever, and who have all power to do as they please in such matters. What I do want to emphasize is this, that if it had not been that the shoe wholesaler had performed a national service by seeing that these small dealers were put on a nearer basis of equality with the larger buyers, many of the former would have found the unequal competition too great and would have disappeared. And it will be a bad day for Canada when the small merchant who, with the farmer, is the backbone of the country, and without whom the smaller business centres which are the life of a country, could not exist, disappears.

The Duty of Being an Optimist

Besides being a distributor of goods, the wholesaler must above all other things be an optimist. Who else could have dealt with such a situation as has confronted us during the past few years? Our friends, the retailers, were not taking many chances by buying in advance of their requirements, and wisely so, but the wholesaler was in the position of having to place his orders with the manufacturers sufficiently in advance so as to have the goods on hand when the season opened up, and the demand came for them. In doing this he performed two good services, the

one by keeping the manufacturer busy during what would otherwise have been a quiet time for him, and the other, by thus providing goods for the retailer to get 'right off the bat,' just when and in what quantities they were wanted.

Then the wholesaler has to be an expert credit dispenser. In this way he is, I can assure you, a real shock absorber, to an extent that, if he knew, would undoubtedly change the point of view of the manufacturer who thinks that all a wholesaler has to do is to receive the goods from the factory, pay for them, ship them out, and immediately get his money in with which to buy more goods. If that were all, then the wholesaler's life would be a reasonably happy one, but unfortunately it isn't so.

An Indispensable Link in the Chain of Distribution

In short, I think the statement will not be seriously contradicted when I say that the shoe wholesaler as, first, an economical distributor of goods to the trade; second, the credit man of the trade; third, the optimist of the trade, and fourth, the shock absorber of the trade, is a public benefactor, and relieves the manufacturer of a burden that, were he to assume and properly carry out, would mean so great an added expense in the distribution of goods as to make the percentage of expense for distribution much greater than it is at present.

I am afraid that I have done scant justice to this important question and have left unsaid many things that should have been said on behalf of the shoe

wholesaler, were I to do him full justice. But I leave to the consideration of this critical audience the matter of giving a little more thought than perhaps has



Sticker used to advertise the shoe exhibit which is to be held at the Canadian National Exhibition, Toronto

ordinarily been accorded it to the responsible and important position occupied by the shoe wholesaler as an indispensable and necessary part of the great boot and shoe industry of the Dominion of Canada.

Making Handbills Pull

A residential district retailer who has used handbills successfully for eight years gives some good hints. His clean-cut advice well illustrates how any advertising method can be reduced to a business-like system, and paying results consistently secured. This man has built a flourishing little business with no other advertising than handbills.

"1. Have at least one special offering, the price stated, on your handbill. If it is a small bill, this will be enough for definite prices. It must, though, be a big bargain, and an article there is general demand for. List on the bill, additionally, other lines you handle.

"2. Distribute the bills as close to the date of the special price as possible—the day before, of the day the price begins.

"3. I find that the best distributor is an old man. Get several if you have to. These put the bills just where you want them—in the mail box. Boys waste a great many. I always use old men.

"4. Don't try to distribute too many bills. Find the area within which you normally draw patronage—so many blocks up the street, so many

down, so many on either side—and advertise within this. In the case of a big sale, it will pay to go outside this territory; ordinarily it won't.

"5. If the handbills pull, you will begin to see new faces within a few hours, with the number increasing until the peak is reached the third day. Then the number tapers. Most of the people who call, attracted by your bargain, will not come again immediately. A few will stay with you as permanent customers. The few are what you are after. They are really what you are buying. So the final test of your handbills is how many of those who come, stick. If very few do, study your service and find ways to improve it. Then the percentage of "sticks" will increase.

"6. I use white handbills entirely. Dealing with certain races, some bright color might be preferable. I deal with high-type native-born and find white the best."

Here you have handbill advertising science in a nutshell. Handbills work well for the neighborhood and other small store for which perhaps there is no feasible newspaper advertising, owing to the small territory the store draws from.



Reduce Depreciation Factor and "Footwear For

Novelty Appeal Has Been Overworked, With Resultant Stock Depreciation That is Ruining Many Merchants—Time to Strike a New Note—Try the Appeal of Appropriateness and Good Taste—Don't Attempt to Force Your Customer to Buy a New Pair of Fancy Turn Slippers Every Two Weeks—Sell Her Shoes

What brought about the style craze in shoes? It was the effort to put a new "kick" into a declining demand. Style was used as a stimulant, and its employment for that purpose is quite natural and legitimate. But in the administering of stimulants, the tendency is to go too far. And that is what happened in this instance. Business wasn't in the best of trim. It needed to be pepped up a bit, and so the trade started doctoring. Give him an extra shot of style and it will put life in him—so thought the average shoeman. So a dose was administered, but the patient didn't respond in as lively a manner as was hoped for. Well, then repeat the dose. And so it was repeated again and again, but instead of the desired stimulus, the result unfortunately has been intoxication and, finally, a condition resembling delirium tremens.

We have now reached a point where our problem is one of selling more shoes and fewer styles. How can it be done? There seems to be but one answer to the question: "Footwear for every occasion."

Public Educated to a False Idea

The novelty element has been over-stressed. A great many girls and women appear to have been educated to the false idea that if a shoe is new, that is the only requisite. Hence they have been buying faddy footwear and wearing it on all sorts of occasions when it is entirely inappropriate. Flimsy pumps and fancy sandals are often seen under circumstances where they are as much out of place as brogues in a ballroom.

Whose fault is it? Largely the shoe trade's. The manufacturer, through his sample ranges, has been influencing the retailer to concentrate on fancy novelties, and the latter has been playing them to the limit in his displays. The retailer is human and therefore susceptible to continued suggestion, and the unthinking public is of course much more so. Hence the greater part of the business done in the average shoe store has been done from that small section of the stock represented by the "latest novelties."

Let us try a New Selling Appeal

An unhealthy situation! But remove this incentive to buy shoes because they are the newest thing, and what will happen? Business will suffer still further. Novelty is, as we have said, a quite legitimate and necessary means of stimulating demand, but it must be used judiciously, and not to the exclusion of other incentives.

In recent years it has been pushed beyond the limits of sound merchandising and it is now time to put the brakes on it and try to introduce some other selling appeal which will help to keep up the energy of demand while reducing as far as possible that heavy item of depreciation which has been the ruin of many concerns.

There seems to be only one solution to the difficulty—namely that of selling more **types** of shoes fewer **styles**, or, as we have already suggested in other words, featuring the idea of "footwear for every occasion."

Every well-dressed woman should have at least



Boost Demand With This Slogan: Every Occasion"

For Every Occasion and Every Purpose—The Average Woman's Wardrobe is Entirely Unbalanced in the Matter of Footwear—Too Much Gingerbread and Not Enough Useful Shoes Suitable for Wear With Her Different Costumes—Let us Endeavor to Stabilize the Situation.

one pair of shoes for each costume or gown in her wardrobe. In how many wardrobes is the shoe shelf so completely furnished? The objection will be raised that it is impossible to get the average girl or woman to buy such a complete stock of footwear. But, after all, why should this appeal be less effective than the appeal of novelty? We have been educating the feminine mind to the idea that in order to be well-dressed, a woman must always wear something that is "just out." Now suppose we call a different tune and urge that the essence of style consists, so far as footwear is concerned, in always wearing just the right shoe for each different occasion and with each different costume.

Striking a Balance

This does not imply knocking the style idea. It is merely a new application of it, which seems to offer a means of boosting demand, while reducing depreciation risks. Neither do we mean to suggest that the novelty incentive should not be used. It should, but not to the extent which has prevailed during the last couple of years. The ideal of merchandising efficiency is only reached when there is a proper balance between the appeal of newness and the appeal of good taste and appropriateness. The latter requires to be stressed a bit heavily for a time, however, in order to counteract the effects of over-styling in the past.

A Complete Outfit of Shoes

Now let us consider what the range of footwear for a well-equipped feminine wardrobe should consist of. The winner of a beauty contest attended the

last N.S.R.A. convention in Chicago and while there picked out for a contemporary trade paper the shoes which, in her opinion, should be included in a woman's complete outfit. These were as follows:—

For Home Wear

1. Bath Slipper—Satin quilted mule, trimmed with lace, having 14-8 heel.
2. Boudoir Slipper—Iridescent silver cloth, satin quilted lining, 14-8 heel.
3. Morning Slipper—Black kid, turn, one-strap, imitation perforated tip, perforated quarter and vamp, 12-8 heel.

For Dress Wear

4. Afternoon Slipper—Brocaded black satin turn, small tongue pattern, 16-8 Louis heel.
5. Evening Slipper—Gold brocade, trimmed with gold kid, forming collar and four cross-straps with four ribbon eyelets, 16-8 Louis heel.

Walking Shoe

6. Tan calf slashed tongueless welt oxford, imitation tip, perforated vamp and quarter, blind eyelets, 13-8 Cuban heel.
7. Sport Oxford—White nile cloth trimmed with white kid, spray design, 8-8 heel.

For Sports Wear

8. Golf Shoe—Sunset calf, blucher oxford, trimmed with two rows of orange stitching, soft toe with crimped vamp and tongue, crepe rubber sole and heel.
9. Tennis Shoe—White canvas high laced shoe, trimmed with imitation leather, rubber sole—ankle protectors.
10. Hiking Boot—14-inch moccasin elk, welt boot, 8-8 leather heel.

These selections would not of course coincide

"Footwear for Every Occasion"

Insinuate this Idea in Your Publicity—Get the Ladies Thinking More of Appropriateness and Less of Novelty—Here are a Couple of Ad. Suggestions Featuring this Appeal—Try Them Out



T

*The Blank Shoe Store
Smithville*

One Must be Correctly, as Well as Attractively, Shod

The beauty of any article depends so largely on the setting! The shoe that is perfectly delightful in the drawing room may look perfectly absurd on the street.

Of course it is not always an easy matter to come by the shoes that you need for wear with this costume and that.

This is just where you will find Blank's service invaluable. We can meet your **every** requirement in footwear.

The Blank Shoe Store

Shoes that are pretty
--and something more

E

WILLIAM NASH & SONS
DEXTER BLVD.



Shoes that are Pretty —and Something More

Everyone admires pretty footwear—as they admire pretty girls. But is that the only requisite in a shoe?

No! There is at least one thing more. The shoes must be in good taste. They must harmonize with the costume. They must be suited to the occasion.

One reason why you will find it particularly satisfactory to do your shopping at Nash's is because you will find a range of most attractive footwear to choose from that is appropriate for **every** occasion.

Wm. Nash & Sons,
Dexter Block

with the ideas of every woman, and there are other items which many shoemen would doubtless add. For instance, no woman should be without a plain tailor-made type of oxford. However, the list serves very well as a basis from which to work.

"How should we begin to bring this new selling appeal into play?" the retailer will likely ask. The first thing to remember is that it is an appeal, not a club, that we want to use. The public cannot be bludgeoned into line with any new idea by brute force—it's got to be done by suggestion, by propaganda. It will not be good business to knock the novelty; for it has proved a very valuable sales-getter. The proper policy is rather to transfer the emphasis to "Footwear for All Occasions." Instead of talking up a shoe, as the "latest thing out," present it as

the shoe particularly suitable for wear at some particular event or occasion. Negative suggestions are not desirable—that is to say, it is unwise in making a sale to harp upon the fact that this shoe or that is not suitable for wear for such and such a purpose. Accomplish the same end another way around; produce the shoe that is suitable for that purpose and point out why it is, and then in many cases "she won't be happy till she gets it."

It is easy to see how this idea can be applied in newspaper advertising, circulars and window cards. We run a couple of advertising suggestions herewith that may be helpful to the retailer. Immediate results cannot be expected but a steady persistence in the policy of selling footwear for occasions is bound to have its effect.

Good-will Advertising to Boys Gets Results

It is no new discovery, this great fact that it pays to advertise especially to boys. Good merchants have known it for years. Modern contribution to the discussion comes in improved plans for the advertising. Boys are quick to make friends. They have long memories. They will walk a couple of miles any day for a small advertising gift.

Hence, this advertisement of a Denver store, featuring a coupon was bound to get hundreds of replies. It featured a picture of a kite, the word, "Free." Then came the coupon, which had blanks for the boy's name and address, his age, and his birthday. The boy got the kite by filling out this coupon and taking it to the store.

The feature of this I wish to call attention to is the coupon. This store wanted the boys names for its birthday mailing list. In particular, too, it wished the birthday dates. The coupon was a tactful way of obtaining the information. And it was time-saving—the boy did the filling out, not a rushed employee at the store. Further, the coupon markedly increased the number who applied for kites.

When each boy's birthday comes around, he will receive a letter from the store the day before. It will be in rhyme. It will announce that a present is being sent, to reach the youngster on the morrow. The letter will be mysterious as to just what the present is. The boy's curiosity will be aroused to a high pitch. The store will make such a hit with that boy that it will stand head and shoulders above all other stores in his affections.

At various times through the year, special advertising of merchandise of interest to the boys, but usually bought by parents, will be sent to

the boys themselves. The store has followed this general plan for several years, proving it thoroughly sound.

Practically any type of store can use gift advertising with boys and make it pay. A string of filling stations gives sticks of candy to children in cars served—the plan works big!

The effectiveness of the advertising gift will be enhanced if it is associated with mystery. A suburban store manager put on the window of his store, "BIG FREE DISTRIBUTION FOR BOYS, Saturday, 2 p.m. All come!" This was on Wednesday. When boys inquired what it was all about, proprietor and clerks were non-committal. They just smiled.

Saturday afternoon, the store distributed small candy whistles to each boy. The whistles were in an individual bag, along with a circular advertising the store.

The store repeated the plan the next week, and the next week. The third week following, so widely advertised had the distributions become, there were between three hundred and four hundred boys, and the police department had to be called on to keep the youngsters in line.

The cost for small gifts was trifling besides the advertising derived by the stunt. The store noted a quick upward rise in cash business coincident with the good-will advertising to boys, proving that Jimmy's and Joe's and Benny's talk at home was bearing advertising fruit.

Most any store can well spare a little time and expense, occasionally, to advertise to the youngsters. Gifts and mysteries—those are the two best plans. And remember it only takes a little of both to win a boy's good-will.

Hosiery Department

How Fyfe's Play Up Hosiery

Display it on all Selling Floors—Bonus for Every Successful Sale Suggestion.

There are few Canadian shoemen who visit Detroit without dropping into Fyfe's shoe store. It is a unique institution—ten floors given over to the merchandising of shoes and shoe accessories. It is, as a matter of fact, several shoe stores in one, and the aim of the organization is give complete service to the public of Detroit in everything that concerns the clothing of the feet. One thing that impressed the "Footwear" representative on a recent visit was the attention given to the merchandising of hosiery. The main hosiery department is on the ground floor just inside the main entrance, but aside from this it was displayed in show cases in all the different shoe departments. It was also presented prominently and attractively in the windows.

The sale of the hosiery is under the direction of a capable and attractive personality, Miss Himmelhoch. In an interview with "Footwear," Miss Himmelhoch stated that the hosiery department had been established for close on twelve years. "It was originally

operated as an entirely separate department," she said, "but we have recently incorporated it with the shoe departments—that is to say hosiery is displayed and sold on all selling floors along with the shoes. This arrangement requires a greater number of salespeople to handle it, but we have found also that it has increased sales proportionately, as the goods are brought more frequently and prominently to the customer's attention."

"Have you any difficulty in having the shoe salesmen suggest hosiery to their customers—that seems to be a problem in some stores?" Miss Himmelhoch was asked.

Getting Co-operation of Shoe Sales Staff

"That all depends on whether you make it worth their while," she replied. "In our store we don't have any trouble because we give a bonus to a salesman for every sale of hosiery resulting from his suggestion. It's almost impossible to get them to keep at it otherwise."

"It is in men's hose," said Miss Himmelhoch, "that we get our fastest turnover. It runs about six times. The most popular prices are 50 cents, 75 cents and \$1.00. There is quite a strong demand for men's hose in fawn shades. Novelty stripes and plaids in silk are also a popular feature. Clocks, however, are



The main hosiery section in Fyfe's is on the ground floor just inside the entrance on the Grand Circus Park frontage of the store. Hosiery is also prominently displayed in the windows and in the showcases throughout the store

Would this Window Catch Your Eye?



Yes! And it would catch the eye of the average passer-by. Fyfe's think it worth while to devote some of their most valuable window space to the display of hosiery, and spare no trouble to present it in the most striking and attractive manner possible.



An effective display of Griffin's Polishes and Cleaners in the shoe department of the Right House, Hamilton. The Canadian Shoes-Findings-Novelty Co. have been staging demonstrations recently with a number of retail concerns which have proved very successful. It is found that the public appreciate these greatly from an educational viewpoint.

not much in evidence and form but a small percentage of the hose sold.

"In the women's lines the most popular shades now are grey and fawn. The pastel shades, particularly green, are of course very much seen. During the summer months, the shades of the sweaters will dictate the shades of the hose. Women will generally buy their stockings in colors matching their sweaters for sports and outdoor wear. As to prices, we find that the fastest selling lines are \$2.00 and \$3.00.

"We do not push the loud varieties of hosiery. Some of it appears in our display cases, it is true, but it is not worn by the refined woman—which means the average woman. The flapper is having her day, of course, but I'm of the opinion that she'll flap off the stage as fast as she flapped on to it, and her influence on the fashions will soon wain—as I believe it has begun to already.

"Our children's hosiery is sold both on the children's floor and at the main hosiery counter. There is really nothing new in the juvenile lines recently, except perhaps that the variety of colors this season is somewhat wider. Black, white, cordovan, greys, fawns, sands, and so forth, are in demand as usual. Right now we are selling nothing but socks, and the volume business is done on 59 and 65 cent lines. The tendency, in general, we find, is toward better merchandise.

Large Sale of Golf Hose

"A feature worth mentioning, in passing, is the quantity of golf hose sold. We are handling more of it all the time and it is nice profitable business. The fact that we have a golf school in connection with the store may have something to do with the increasing demand.

"As regards buying, we deal with the mills direct

for the most part and place our orders about three months ahead of the required date of delivery. Hosiery is a sufficiently staple article so that we can safely do this without danger of goods becoming stale before they reach us."

Hosiery Departments Increases Sales Volume

In these days when the shoe dealer needs to increase his sales volume and his turnover to make an adequate net profit a large number are turning their eyes to the profits to be made by adding a hosiery department.

It has been variously estimated that a woman buys from four to eight pairs of hose for every pair of shoes that she wears. Even if the lowest estimate is too high and it is cut in half the advantage of supplying one's customers with their hosiery is apparent.

The average amount per pair paid for hosiery by women varies with the prices of commodities. Not long ago the average price was easily calculated to be in the neighborhood of \$2 or \$3. Today it is probably less, but the good trade still pay high prices for their fine silk hosiery. The real up-to-date woman undoubtedly spends as much for hosiery as she does for shoes, no matter what her more humble sister does.

Many people purchase shoes as they do meat for the daily dinner, as a matter of necessity. Hosiery may easily be classed as "impulse" merchandise, merchandise that is purchased on the spur of the moment, because it is seen and coveted. At the same time, the element of necessity enters into it, so that the inducements for the woman to purchase merchandise of this character are twofold.

A Page with Canada's Shoe Travellers

C. E. FICE

"Charlie Fice" is a name that is known to 99.999 per cent. of the shoemen in Ontario and to a big per cent. of the shoemen in Ontario and to a big per cent. It belongs to one of the veteran travelling salesmen of the Canadian footwear industry—a man who has been selling shoes for over thirty-five years.

It was back in 1887 that Mr. Fice broke into the shoe game. His object in doing so, he admits quite frankly, was to make a living. He was also influenced in that direction by contact with a shoeman for whom he had a great admiration and whose name will wake up pleasant recollections in the minds of many old-timers, A. C. Flummerfelt.

Charlie's home-town was Cobourg, Ont., but he early headed for the big city, Toronto,—which was then smaller than its ambitious neighbor, Hamilton, is now—and joined the staff of Joe Bonnick, or rather we should say he became Bonnick's staff. Joe had been with W. B. Hamilton and was just setting himself up for himself at the time, so he took on Charlie Fice in the capacity of salesman, warehouse man,



C. E. Fice

janitor, delivery boy, etc. Charlie's salary varied—sometimes it was \$2.00 a week, occasionally more, and more frequently less. However, if the dollars weren't very plentiful, the hours were—often, when a shipment of goods came, it would be from 7 in the morning till midnight. So that Charlie got some real experience in his youth that should stand him in good stead under present circumstances. In those days when he went out to sell goods he generally carried his samples with him—Granby rubbers, Palmer's Wigwam moccasins, Ahrens slippers, Bleakley's shoe protectors, and a miscellany of other lines. Of course, Toronto wasn't then so far extended. Most of the shoe stores were grouped around the market on King Street. There were perhaps a half a dozen on Yonge Street south of Bloor—north of Bloor there were fields—and out in the east end, Jas. Jupp's shoe store, located at the same point where it is to-day, was right at the city limit. So it wasn't the same job covering Toronto that is now.

Eventually young Fice, after he had been thor-

oughly broken in to the wholesale shoe business in most of its phases, got an offer from W. B. Hamilton & Son which tempted him to make a move and for the next eleven years he travelled for that firm. At the outset he covered Eastern Ontario and up into the north country to the Haliburton district. His last point of call was Coe Hill, which was in a pretty wild and woolly district, which was infested with black flies, mosquitoes and the less desirable variety of bed-fellows.

After a time, a chance was offered Charlie Fice to open up the Maritime territory for the same firm, and he accepted it, but a short time later he severed his connection with them to cover the same territory for the John McPherson Co., of Hamilton.

Finally, as he puts it himself, Mr. Fice graduated into the staff of J. & T. Bell, Limited, and took over the Ontario territory. That was some twenty-three years ago, and at that time Bell's had but a few accounts in the Province and these were confined to the larger places. So Charlie Fice had a big field before him and how he has succeeded in cultivating it does not need to be recounted. He's still going strong, too, and not likely to be on the retired list for many a year yet, though there's another Fice now coming along in the business.

In 1921 he was elected to the presidency of the National Shoe & Leather Travellers' Association.

C. E. W. LESSARD

C. E. W. Lessard, representative of the Tetrault Shoe Manufacturing Company, Limited, Maisonneuve, P. Q., for Montreal and the Province of Quebec, has been connected with the Company all his business life. During that period of 26 years he has filled various positions, but for the last 19 years he has been



C. E. W. Lessard

on the road in the Province of Quebec, and there is no better known shoe traveller in this territory than Mr. Lessard.

He commenced his career with the Tetrault Company as an office boy in the old factory at Demonigny Street; went through the factory for the pur-

pose of getting an insight into the practical side of the business, and then joined the sales force. He has witnessed the growth of his company's business, in which he has shared. Mr. Lessard is a strong believer in Tetrault footwear, and he can give reasons for the faith that is in him.

He thinks that a retailer should buy cautiously, should not overstock, and that it is to the interest of the traveller and the house that he represents that retailers should not be over-persuaded to buy too heavily. It does not pay in the long run.

Mr. Lessard takes a considerable interest in the Shoe and Leather Travellers' Association of Canada, and is President of the Eastern Section of that organization. He is a director of the Tetrault Shoe Manufacturing Company, and has his headquarters at the city sample-room, St. Denis Building, St. Catherine Street, East, Montreal.

The Norfolk Shoe Co.

The contract for the new factory building of the Norfolk Shoe Company has recently been let. All the machinery and equipment of this concern has been moved from Simcoe and placed in storage at Tillsonburg where it will remain until the plant on which construction has now started, is completed, which it is expected will be about September 15th. In the meantime the Tillsonburg Shoe Company is making all lines formerly made by the Norfolk Shoe Company.

The Norfolk plant will have a capacity, it is stated, of 1200 pairs a day and will be as heretofore, under the general management of Mr. L. C. van Geel. The lines to be produced are boys, youths', lads', women's, misses' and children's box kips, box calf, pebble lined shoes in both standard screw and McKay bottoming.

If Kipling Were a Shoe Salesman

If you can keep up sales when all about you
Are falling down, and talk is awfully blue;
If your staunch faith won't let your clients doubt
you,
Though trade is off, and earnings sliding, too;
If you have punch, and be not ever tired
Of rooting for the House, and what you sell,
And smilingly forget your many turn-downs,
To come back long before the Bell;

If you can dream—and turn your dreams to orders;
If you can think—and dope successful trades;
If you can meet with raw, hard competition,
And plug along until the daylight fades;
If you can see a few men break agreements
And yet keep perfect faith in them yourself,
And help the House to swell their yearly volume,
And know that confirmations mean the pelf;

If competition always beats the pistol
And sells your trade before you have the "Go,"
And still you get away with your allotment,
With little noise and no "big-chested" blow;
If you can sell, and sell again more footwear,
And get the cash from many a secret hoard,
And know that on the morrow's dawning,
You'll be on deck and never can be floored;

If you can do this, and, in the doing,
Be loved by all the men within the shop
And not hook thumbs into your vest sleeves,
And strut as though you'd really reached the
top;
Why, then, by gad, you are a live one,
A Man, my son, and, what is more,
There is no top for such as you are;
You'll have to build yourself another floor.

The Other Man's Advertising

Advertisers are learning, always learning. Tests, tests, and then more tests, are being made continually. Some things "work," and some don't. What do not are discarded; the successful ways are retained. The advertising of a live merchant doesn't stand still—it is better this year than it was last; it will be still more effective next year.

The lesson of all this is that no dealer can call himself wholly wideawake who doesn't heed the other man's advertising. A suburban dealer interviewed recently reached for a drawer when the subject was broached. He produced a file of all local city advertising in his trade during the past two years—independent dealers and chain stores. "I'm learning things from those fellows all the time," he declared.

"When they try out a new article for a special, I watch whether they repeat or not. If they repeat, they've discovered something that catches

on. Perhaps I can use it! I note whether they feature a few large articles, or numerous small ones. Innovations in illustrations and typographical arrangements always interest me. I watch to see whether the new plan is retained. If it is I am sure in assuming it has worked."

Make a survey of the advertising of any retail trade, throughout the country, and you are sure to find fundamental samenesses among advertising methods of the successful dealers. Experience of a number of years has crystalized in adoption of best ways. The best ways for one dealer are, broadly, the best ways for most others.

If you will watch the advertising of other merchants in your line constantly, you will avert a lot of experience or yourself, and much more important, travel the shortest road to productive store advertising.

Finishing the Repair Job

The Third of a Series of Articles on this Important
Subject by Oliver M. Brooks



Better edge-making, improved finishing—vital factors in the appearance of the finished job—are points to which many repair men can profitably give more detailed attention at this somewhat critical stage of the repairing industry if the trade is to hold the ground it has made and become firmly established as an indispensable community necessity, winning the permanent approval and support of the great majority of shoe wearers whose purchase of the economic service and comfort of repairing mean everything to the future of the business.

Edge trimming and setting possibly have more bearing on the appearance of finished repair work than any other single factor. Properly performed they are operations that can be made to add immensely to the appearance and customer-pleasing qualities of the finished job, but indifferently performed they have a way of detracting from and lowering the standard of repairing to a point that is simply discounting its saleability.

While comparatively speaking, a simple part of shoemaking to the initiated—good edge-making seems to be a part of the business that bothers repair men more than a little. Firm, neat, well set shapely heels and edges are by no means as common as they should be in repair shops and more attention to this detail in many places will help to improve the standard of repair work and win for it the place in public recognition that it so richly deserves.

Speaking from the machine finishing point of view the very first essential for a good edge after proper preparation of the work is a satisfactory edge trimming machine.

First Step—the Right Equipment

It is regrettable that the trade has been flooded in many sections with some indifferent types of edge-trimming machines that have been designed purely to sell and not for the finished results they will produce on the work. These have been responsible in many cases for shaking the confidence of those repairmen who have tried to do good work thereon, have caused them to question their own ability to use the machine and in some instances have convinced them that the edge trimmer is not a practical piece of equipment for the repair trade.

Such is not the case however and repaired shoes can with ease be edge-trimmed and set to just as good comparative advantage as the new shoe.

It is absolutely essential for good results that the construction of the trimmer be such that when operating at a suitable high speed that the head of the machine and consequently the cutter knife be free from vibration and unintended movement. A jumping trimmer head or one in which there is excessive vibration can only result in producing a very inferior quality of work even in the hands of an expert while to a beginner at edge trimming it usually results in

calamity and consequent disgust with the machine.

The best speed at which to operate the ordinary sixteen tooth edge cutter is from 5600 to 6400 revolutions per minute on repair work—while on new shoes where criticism of the important operation of edge-trimming is naturally keenest, this speed may be increased to advantage. Some speeds will result in jumpy and uneven work that in many cases will show the marks of the edge cutter.

So important is this steadiness—this “sleeping” of the highly speeded cutter, which may be likened to the “sleep” of a spinning top when it reaches a certain speed—to good work that special braces have been constructed and are available to the trade to brace the trimmer head against wall, joists or other rigid objects to ensure perfect stability.

Factory edge trimmers are of notoriously heavy construction—the later models having stands and framework that are positively massive, yet it is quite common to see the heads of even these heavy machines braced to the wall or joists to ensure those smooth-running cutting qualities that are absolutely essential to high class work.

Importance of a Smooth-Running Machine

All this may seem by the way and little pertaining to the repair trades—yet it serves to illustrate the importance of a suitable smooth running machine if the repairer would secure high class results on this important stage of the work—and the utter folly of expecting to do a factory quality job of edge-trimming on a machine that is vibrating and shaking as if with the ague or trying to shimmy between the acts.

Edge cutters used on the trimmer must be kept in good condition. Practically all trimmers supplied the repair trades are equipped with the standard 16 tooth edge cutters and as their mission is to cut they must of course be kept sharp if they are to do a right job. Most edge trimmers are provided with a cutter grinding attachment, one of the most abused parts of the average shoe repair outfit, but a part that it is necessary to get thoroughly acquainted with before good edge trimming will be done.

Preparing the Edge

A note of caution here. Freshly ground edge-cutters are a little apt to dig and gouge on repair work, particularly in the hands of the more inexperienced, till the first slight burr edge is dulled off. A good precaution after grinding is to first touch off the new edge for repair work, by putting the cutter on the trimmer ready for work and lightly touching the edge of the cutter teeth while running with some light highly-tempered steel object. One successful edge-trimmer we know keeps a large darning needle always handy for just this work. With the cutter revolving at full speed he gently smooths it with

the side of this big needle, working on the under or cutting side, taking care of course to have a secure hold and keep the needle point out of harm's way. A small screwdriver is more easily handled and if care is used will do almost as well.

Edge cutters come in a wide gradation of sizes and the proper-sized cutter should be used for the width of each edge—just large enough so that the bed or cutting edge of the cutter will just fit the edge being trimmed and if a creased cutter is used, leave those tiny beads on either side of the trimmed edge that have such a marked effect in adding to the appearance of the finished job.

Surely this means changing cutters if the work varies in edge gauge to any extent—good trimming of a wide variety of edges of different thicknesses cannot be done on one size cutter; so the only thing to do if the best results are desired is to change the cutters.

Now the trimmer is steady, the cutter sharp, and the right size selected for the job—Let's go!

Get the Grip

Grasp the shoe firmly but lightly so that the motion will be sure and easy. A strangle hold may be alright in putting out the cat but it is not conducive to good edge trimming. Take the heel of the shoe in the right hand, with the left supporting the forepart, the sole of the shoe facing the right and the edge cutter, a position that will be found something like holding a gun.

Present the edge to the cutter—feeling the position to start by moving the shoe **away** from the body while coming into contact with the revolving blades and then draw the work against the blades and back **towards** you with a gentle steady motion going as far as possible with each easy sweep till the toe is reached.

Steady now—look out—you cannot round the toe with that grip and the hands must be shifted, the best position being to now use the right hand to hold the shoe, first fingers on the sole and thumb on the toe cap and the left hand holding the heel and counter or some prefer the instep and upper. This gives an easy holding position for rounding the toe and going down the home stretch to finish at the heel, always drawing the work **against** the knife.

Beyond this point verbal instruction will not help a great deal and skill and "feel" so precious to good work can only come with experience and practice.

Beware of Cutting into Welt

Care should be taken in trimming welt work especially not to cut into the welt and expose the stitches. To do so not only makes a poor edge but will make trimming much more difficult and will spoil the shoe. This too close trimming of welts is one of the very common faults of careless repairing and has done a great deal to depreciate and discount the reputation of machine finishing although it is actually only a fault of inexperience or of gross carelessness.

Having trimmed properly the fine points of this labor will be largely lost if the edge is not properly set. Good setting will intensify and bring up the fine points of good trimming and will even improve poor trimming. But poor setting will spoil the best job of edge trimming going.

Most shoe repair outfits are equipped with some edge setting device, mostly of the rotary type and

those havnig individual edge irons that follow the edge cutter in size and style will produce by far the best results.

Points on the Setting Process

Shoe factories use largely the oscillating Union edge irons and setters, a mechanical duplication of the old hand hot iron setting method but with tremendously increased speed, friction and pressure resulting of course in far superior work.

Some of the larger repair outfits were equipped with these oscillating setters, but these are a device that produce the best results only in the hands of experienced operators and since experienced edge setting operators were few among repair men they have been largely replaced by the rotary edge iron particularly of the Nashua type.

Like edge cutters, for the best results the rotary iron should only be used in sizes that exactly fit the edge—the size and crease being the same as that of the cutter used to trim the edge.

This results in a tight even set and intensifies and sets permantly the band left on the edge by proper edge trimming, a feature that adds immensely to the finished job.

Although most rotary edge irons develop a certain amount of heat from friction while in rapid use the best results are obtained from an edge iron that has heat applied. A tiny gas jet like a pipe lighter playing on the back of the iron is about the best method of heating and does not interfere with the operator working. Failing this, try a small metal chimney lamp arranged on a swinging bracket under the iron. An old gas bracket will work wonders and help materially in producing an edge that will stay permanently set.

Work on the underside and bottom front of the iron holding the work close to the body so that good pressure can be brought to bear on the shoe.

Keep the work moving—set while the edge is a trifle on the damp side—and if the hot iron can be used touch a little wax on the edge and set again. Where friction must be depended upon for heat use a little extra soft heel ball. Apply by gradually rubbing a small piece directly on the sole edge and then giving a second setting on the iron. The results obtained by these little attentions to detail will be pleasing, productive of better work and help in selling better class shoe repairing and the idea of having their shoes repaired to the purchasing public.

Accommodation at the Convention

There is a big crowd expected at Brantford and plans are practically completed for the convention. There is good reason to expect that it will be the best yet and any repair man who fails to be on hand will miss something that he will have reason to regret. There is, the executive of the Confederation announces, abundant hotel accommodation for all, visitors to Brantford at all prices. Repair men who intend to make the trip to the convention July 25 and 26 are advised to write for accommodation to any of the following hotels. Kerby House (Convention Headquarters); Belmont hotel; Bodego Hotel, or the Strand or Benwell Hotel. Anyone who is in doubt with regard to any matter in connection with the Brantford trip will be sure of receiving prompt attention upon writing to Mr. Walt. Stevens, the Secretary, at 58 Market Street in that city.

This Is Your Convention—Attend It

**You Will Gain Both Profit and Pleasure by Being in
Brantford for the Big Event, July 25-26—Here's
the Programme.**

The Business Sessions

Wednesday, July 25, 1923

Morning Session

9 a.m. Reception and Registration of Delegates.

10 a.m. Call to order.

President's Address.

Welcome to Delegates by His Worship Mayor Bills. Response by Mr. F. H. Revell of Hamilton.

Reading of previous minutes by Secretary.

Secretary's Report.

Paper by Mr. Stanley Blowers of Hamilton, on Advertising Ideas which are most suitable to the repair trade.

General discussion.

Adjournment.

Afternoon Session

Wednesday—2 p.m.

Address on "The Possibilities of Service the Repair Man can render the Public," by Mr. C. E. Hurlbut, of Preston.

Queries and Answers.

Address and Blackboard talk on "Simple System of Book-keeping and Methods of finding cost percentages of each job," by Mr. A. C. Anderson, of Windsor.

General Discussion.

Election of Officers for ensuing year and selecting next Convention City.

Practical telephone demonstration including moving pictures explaining the phone system in detail.

Adjournment

Panorama photo of Delegates on Public Library entrance.

Wednesday, 8 p.m.

Grand Banquet and appropriate entertainment.
Thursday, July 26th, 1923

Morning Session

10 a.m. Call to Order.

Address on "Organization," by Mr. E. W. A. O'Dell of Hamilton.

General discussion.

Report of Committee on By-Laws and Legislation of Federation.

Any other Business.

Adjournment—12 a.m.

Thursday—2 P.M.

Motor trip throughout the city, visiting many points of interest.

Installation of new officers.

Evening—entertainment.

The Banquet

Grand Annual Banquet at 8.00 P.M. Wednesday,

July 25, 1923, to be held at Kirby House.

Presentations by Conservatory Orchestra.

Syncopations Extraordinary.

— MENU —

Fruit Cocktail

(get together)

Queen Olives
(Quality service)

Sliced Cucumbers
(with courtesy)

Cream of Tomato

(now you're off)

Chicken Patties

(good fellowship)

Pineapple Imperative

(getting acquainted?)

1923 Spring Lamb—green mint

(keep on going)

Mashed Potatoes
(push)

Garden Peas
(boost)

and

Lemon Souffle Pudding, Labayon Sauce
(Federation)

Nesselrode Ice Cream

(our ambition)

Coffee

(Success for all)

— PROGRAMME —

Toast The King

President's Remarks

Solo—Stanley Fowler.

Community Singing.

Toast . The Shoe Repairers Associations.

Proposed by W. H. Graham, of London.

Responded to by the Presidents of the Asso-

ciations, Mr. Weir, Toronto, Mr. Grayson,

Hamilton, Mr. Thorne, London, Mr.

Inglis, St. Catharines, Mr. Rogers,

Brantford.

Clifford B. Todd, Celebrated Entertainer.

Toast The Wholesale Trade.

Proposed by Mr. S. Burnett of Toronto.

Responded to by firms Represented.

Hunt & O'Neil.

"It's not what you know but how you do it."

Toast The Press.

Proposed by Mr. F. H. Revell, of Hamilton.

Responded to by Representatives of trade journals.

Toast The Federation

Proposed by Mr. Leonard T. Acton, of Toronto.

Responded to by Mr. W. S. Pettit, Brantford.

Clifford B. Todd, Entertainer.

— Community Singing —

GOD SAVE OUR KING

A Letter From the President

The following letter of invitation to the repair trade throughout Ontario has been issued by Mr. W. S. Pettit, President of the Ontario Federation of Shoe Makers and Repairs on behalf of the councillors:

We extend to you a hearty invitation to attend the 3rd Annual Convention of The Ontario Federation of Shoe Makers and Repairers, and to take advantage of this opportunity of meeting and becoming acquainted with many successful craftsmen, from all parts of the Province. This is to be the greatest get-together assembly in the history of the shoe repairing and we urge you in your own interest as well as in the interests of others to be present and to hear the papers read, and take part in the discussions of all matters connected with our business.

This gathering will not be all work, as a Grand Banquet with appropriate entertainment has been arranged and also a motor drive throughout the city calling at different points of interest, including—The Home of Alexander Graham Bell, The Inventor of the Bell Telephone; also the Mohawk Church, the first built in Ontario, erected 1785.

W. S. PETTIT, President,
On behalf of the Councillors.

Question and Answer Department

Repair Men are Invited to Submit Problems, Mechanical and Otherwise, to this Department—The Editor will Endeavor to Supply Helpful Solutions in Each Instance

Q.—I have difficulty in making a good job of fastening on wood heels that have pulled off women's shoes. What is the best way of doing this.—A. L. P. Quebec.

A.—Assuming that the heel properly fits the shoe seat or that you are fitting same, give both heel base and heel seat a coating of fresh glue or LePage glue—bring together in proper relation, fasten by nailing through from the heel insole with three or four Alpha Wood heel nails, nailing into the centre of the heel only. Clamp with a wood heel clamp—a device obtainable at the best findings houses at trifling cost—screw down till the heel is held down firmly all round into proper position—wipe off any surplus glue squeezing out of the joint and put aside to dry before removing clamp.

Coloring Leather Bottoms

Q.—Is there a stain made to stain unseasoned shoe leather a brown leather color.—R. P., Moose Jaw.

A.—We assume you mean to color natural leather bottoms that have become slightly soiled or marked with a good dark brown leather color. Yes, there are such stains—very easy to work too. Just brush on, let dry and then finish on the bottom brushes. Write one of the Blacking Houses advertising in this issue or send your order to us in a separate envelope and we will forward same for you.

Q.—So many shapes in women's heels to finish and only one shape finishing wax pad roll on my machine. What will I do to be saved—Show me, Toronto.

A.—Salvation is easy for you, Brother. Just get a No. 179 Expedite brush from the machinery house that you will always find advertising in Footwear, put it on the end of your finisher shaft—cover with a No. 7 or 8 Closed Finishing roll cover—pull up the side drawstrings till the amount of "pad" desired is obtained, put on the wax and away you go with a

live cushion roll that will fit all shaped heels. That is a new one on you, eh? But it is a good one.

Q.—A man recently in my store watching me stitch told me I should use a "race" to sink the stitches. I asked a traveller for one and he didn't know what I wanted—nor did I.—Puzzled.

A.—Our Sherlock Holmes powers tell us that the man watching you stitch was a harness maker, because the "Race" is a harness tool for taking out the little grooved strip or ditch in traces, etc., for the stitching to lie in. His suggestion is good and the results would probably please you. Ask your traveller for a Compass Sole Groover, which is a similar tool for shoe work and he will know what you want. We are mailing you a picture of this tool.

Q.—To settle an argument, what is the difference between a last hook, boot hook, and shoe hook?—L. J. Alberta.

A.—A last hook is usually a steel hook about six inches long with an iron or wood cross handle—corkscrew style—the hook part being made to insert in the side hole of a shoe last to pull the last from the finished shoe. Used for hand work but not in factories any more.

A boot hook is a somewhat similar appearing tool but with the end of the hook portion turned up and is used for hooking into the pull straps of high hunting and riding boots to pull them on.

Shoe hooks—sometimes called lacing hooks—are those elusive little fellows that are used in the tops of men's boots—seldom in the ladies—to save that precious fraction of time in the mornings putting on your shoes and the grouchy male temper from getting excited because the shoe lace has no tag and will not poke through eyelet hole.

Leather Shows Stains

Question—Lately I have had trouble with some of my repair work going a bad color after being finished and standing on the shelf a short while. It



Here are the officers and councillors of the Ontario Federation of Shoemakers and Repairers who have guided the destinies of the organization during the last year. Back row left to right—S. Rogers, Brantford; Thos. Grayson, Hamilton; T. Smith, Brantford; Walter Stevens (secretary-treasurer), Brantford; A. Johnson, Brantford; Geo. Fex, Kingston. Front Row, left to right—W. H. Thorne, London; Walter Legg (vice-president), St. Catharines; W. S. Pettit (president), Brantford; F. H. Revell, Hamilton; Arthur Butterworth, Toronto; S. Burnett, Toronto; Wm. Inglis, St. Catharines.

shows up like a stain of some kind on the bottoms of black and brown shoes and I often have to brush them up again before the customer gets them. What causes the trouble—E. S., Nanaimo.

Answer—If you are finishing properly and the work is reasonably dry, we would attribute this trouble to salt stains in the leather. Badly salt stained leather will show up through almost any finish in a form that looks almost like white mildew. If it's bad you cannot do much with it. If not too bad, put a spoonful of borax in a little clean water and use this for tempering, or try bleaching the bottom with a little weak oxalic acid solution and after drying finish in the regular way.

Heels on Women's Shoes

Question—I always have trouble building a good looking new heel on a women's shoe. Is there some kind of a cutter I can get to do this work.—Repairer, St. John.

Answer—For women's shaped heels, outside of the regular factory heel trimming machines, which would be too expensive a proposition unless you have a lot of this work, there is no cutter that we know of that would help you. But why not use the ready trimmed heels now on the market for just such work. They can be had in all shapes and sizes and can easily be attached and finished. Write to some of the findings houses advertised in "Footwear" for a sample.

Sheffield Steel Knives

Question—I recently bought a lot of Sheffield steel shoe knives same as I used years ago, but do not seem to be able to get them to cut like I used to. Are Sheffield steel knives no good any more?

Answer—Maybe the trouble is with the knife—but more likely with yourself. Remember British-made shoe knives are generally of a softer temper than the usual run of U.S. knives, to which you have perhaps become accustomed. Probably you are rubbing them too much on a hard sharpening medium and getting a wire edge. Try sharpening one on a piece of very fine emery cloth pasted onto a bat or stick, or on a very fine emery knife sharpener to which a very small drop of this oil has been touched.

Sticky Stitching

Question—The thread on my stitcher seems to have too much wax on it and makes very sticky look-

ing stitching. It did not do this when new—only lately and I cannot seem to stop it.—Brandon.

Answer—All sole stitching machines are fitted with "strippers" which are usually small pieces of soft rubber held under compression and through which the thread passes after being waxed to strip off superfluous wax. In time they wear and allow too much wax to pass and must be replaced. Probably all you need is new strippers which can be obtained from the makers of your machine.

Finding the Customers Shoes

Question—What is the best way to put away finished repair work so that it can be found easily.—J. B., Edmonton.

Answer—Parcel the work up, put the ticket on the outside end of the parcel and put them on shelves alphabetically arranged so that the tickets show. Archibald would be under letter "A," Brown under "B," Curry under "C," and so on. If you use numbered tickets only, simply put the numbers in rotation. Just observe how the Chinamen puts up his laundry parcels and try the same method.

The Maintenance of Prices

"Many shoe repairers unfortunately know little or nothing about the cost of doing business," stated the proprietor of a Montreal shoe repair shop recently. "All of them have a fixed price for the bigger jobs, such as supplying and attaching rubber heels, halfsoling, etc., but they fall down when it comes to charging for the hundred and one jobs outside the main work. The charges are of a haphazard nature—mere guesswork as to what it costs them in overhead, material, and labor. Sometimes the charge is too high, more often too low, with the result that such men are not making the profit to which they are entitled.

"Then some are too easy in making concessions if customers object to prices quoted; there is the fear that they will lose a job. It is a comparatively easy matter to ascertain the percentage of overhead, and every repair man should know the cost of materials and labor to a fraction, and over and above all this there should be a reasonable margin of profit. I have made it a practice to quote a reasonable price, and have declined to reduce it, knowing that I am giving good value for the money. If shoe repairers will stand out for this policy of maintaining prices, the public will pay it."

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

John Slater, of New York City, president of the National Shoe Retailers' Association of the United States, and Mrs. Slater, spent a week-end in Toronto, July 7-9. They were the guests of Charles Owens, of Owens-Elmes, Ltd., at the Mississauga Golf Club.

A retail footwear and grocery business in Glencoe, Ont., formerly operated by C. George, has recently been taken over by B. McAlpine, a prominent local merchant, who also carries on a flour and feed business.

The firm of Pilling and Barker, shoe dealers, Hamilton, Ont., is dissolved. Jas. Pilling carries on the business.

Segal & Co., shoe dealers, Montreal, have registered.

A. E. Campbell of Thamesville, has recently opened a shoe repair store and will in the near future retail a line of boots and shoes.

Adolphe Lafreniere, is starting up in the shoe retail business in Timmins, Ont.

R. Lefebvre, Jr., shoe dealer, has registered in Montreal. Wayland Shoe, Montreal, registered.

The factory at No. 152 Frontenac St., Montreal, formerly operated by J. H. McCaughan has been taken over by J. C. Hemond. This plant had been turning out misses and children's fine grade turn footwear, and Mr. Hemond has decided to continue the same lines. He will also add women's and growing girls turn goods. At the outset it is not his intention to operate at high capacity, but rather to concentrate on quality.

A shoe firm under the name of Jays has been registered in Montreal.

The stock and fixtures of Jenner & Co., Winnipeg, have been sold to W. S. Newton.

The firm of Pilling & Barker, shoe repairers, Hamilton, has been dissolved.

Dominion Stores, Ltd., Ottawa, was recently damaged by fire.

N. Soad, Sault Ste. Marie, has opened up in the repair business.

Arthur Guay, shoemaker, has discontinued business in Gravelbourg, Sask.

J. M. Fortin, shoe dealer and repairer, suffered loss in the recent fire at Ste. Agathe Des Monts.

A retail shoe business has recently been registered in Montreal by Mrs. J. N. Demers.

R. Elliot, shoe repairer, Fort Frances, Ont., has been succeeded by Elliott & Pullen.

H. Stringer, shoemaker, Edmonton, Alta., has sold his business to W. T. Terry.

Tony Licciardo, of London, Ont., has the sympathy of many friends in the death of his wife which occurred at her home on June 12th. She was 54 years old.

A. Ackland, of London, Ont., has purchased the business of George Smith at Morpeth.

James Sadler, of Forest, Ont., has purchased the business of N. Dailey at Ravenswood.

Vernon Hedden has joined the sales staff of T. C. Joynt at Hensall, Ont.

The annual picnic of the employees of Scott McHale Ltd., of London, Ont., will be held early in August at Port Stanley, and arrangements are being made for a record outing.

Hubert Ashplant & Sons, of London, Ont., have under consideration plans for remodelling their store at a cost of \$25,000. In addition to interior alterations the installation of a modern store front is contemplated.

The Saunders Shoe Stores, of Walkerville, have taken over the business of Johnson & McCormack, 591 Balbot Street, St. Thomas, near the Talbot Hotel. The opening event under the new management took place on the morning of Thursday, June 28, and attracted large numbers of St. Thomas people to the store. The heads of the new concern are Messrs. A. G. and E. A. Saunders. Mr. A. G. Saunders had been resident of St. Thomas for several years prior to enlisting with the C.E.F., but after his discharge went West to become buyer for James Ramsay, Ltd., Edmonton. In August last he purchased the business carried on at 32 Wyandotte Street, Walkerville, and in April of this year also opened a brand new establishment in Sarnia. His latest venture indicates the progress the enterprise has been making under his direction.

McMillan Shoe Store, Newcastle, N.B., has moved its business to the building formerly occupied by the Canadian Express Company. Improvements and alterations have been made and the premises now present a very attractive appearance.

The construction work on Brandon Shoe plant in Brantford, Ont., was started early in June by P. H. Secord & Sons. The plant is to be completed by September 1st.

W. R. Smees who has been retailing shoes for the last 15 years, has recently opened a new store at 443 King Street East, Hamilton.

The staff of the Lady Belle Shoe Company, Kitchener, held their annual picnic at Puslinch Lake on Friday June 22nd. A large gathering of the employees and their friends attended and a very pleasant day was spent. The programme included, in addition to the usual sports events, a baseball game and a dance in the evening.

Fred Ahrens, of Charles Ahrens Company, Kitchener, and Mrs. Ahrens, visited New York and Boston recently on a business and pleasure trip. Mr. Ahrens took in the Boston style show.

Thomas Dufresne, President and founder of the firm of Dufresne & Locke, Maisonneuve, died recently at his residence, 452 Boulevard Pie IX, at the age of 68. Born at Pont du Lac, Three Rivers, in 1855, Mr. Dufresne studied at Three Rivers College, and at the outset of his business career, started up as a grain and flour merchant at Yamachiche, of which town he was Mayor, in 1886-87. Then 35 years ago he entered the shoe manufacturing business at Maisonneuve under the firm name of Pellerin & Dufresne. Some years later he formed a partnership with Mr. Ralph Locke, when the business was established under its present name. The late Mr. Dufresne is survived by his widow, four sons and one daughter.

Alfred E. McEachen, who had been in the retail shoe business in Charlottetown, P.E.I., for the last thirty-seven years, died on May 30. The late Mr. McEachen was well and favorably known to the trade, and had established his business through long and conscientious effort. It is being carried on by his sons on behalf of the Estate, but the final decision as to its disposition is not yet announced.



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Greater Activity and Better Feeling Evidenced in Canadian Footwear Industry

The tone of the manufacturing industry apparently is improving, and the trade to-day is taking a brighter view of things than for some months past. A prominent Toronto manufacturer tells "Footwear" that at last he feels his own concern has got down to an absolutely sound basis, where they can do profitable business and where all their losses have been taken and none more are anticipated. The factory, he said, was as busy as it could be with safe orders for safe and sane merchandise, all dangerous accounts having been eliminated. The credit situation they are handling with the utmost care—every order is O.K.'d for credit both before it goes into the works and before the goods are shipped out, lest there should have been any untoward developments in the meantime.

One of the difficult features of the situation from the manufacturer's viewpoint is the tendency of the retailers to still delay placing for fall. One of the most prominent salesmen in Canada selling women's shoes told "Footwear" that while last year at this time he had his fall business all completed, he still has quite a number of orders to clean up for this season.

There are many in the trade who have thought for some time that the larger proportion of the shoe and leather business for the year would be done during the last half of the year. Recent evidence of increased activity indicates that this prediction is coming true. Six months ago shoe and leather trades in the United States enjoyed a mild boom. It is a well-known fact that the Canadian trade usually follows in the wake of American business about six months later.

It is claimed the very backward spring and the cold weather have had a lot to do with the very dull business conditions existing at that time. There was practically no eastern trade and practically one season's business was eliminated owing to these untoward climatic conditions. This indicates a dearth of

shoes on the retailers' shelves at the present time which is now being gradually replenished.

The hide market is showing daily increasing signs of returning strength as quality improves. Members of the trade who are well posted are looking for a very good fall run. Export trade is considerably better than it has been for any year since the war and quantities of shoes and leather are now being shipped to the British Isles, South America and New Zealand, all of which tends to strengthen the whole situation. Recent reports of western crop conditions are optimistic and are a great factor in increasing the spirit of confidence which is fast returning to Canadian business generally.

Have Been Able to Keep Plants in Operation

Shoe manufacturers in the Kitchener district in the great majority of cases have been operating regularly, having been able to keep the plants in operation either in supplying retailers' orders for immediate delivery or laying up a stock in anticipation of a rush in fall business. With two exceptions local plants have been in continuous operation and in the instances where the plants were closed the lull in business was taken advantage of as an opportunity to make repairs. Practically all shops have been running nine hours a day for five days in the week although several cut down the time to forty hours a week. While business done to date this year in the leather shoe industries seems to be about sixty per cent. of that in the corresponding period last year manufacturers see in this fact cause after all for satisfaction, in view of the fact that the high peaks reached in the war and post war periods cannot be taken as a standard for comparison. While representatives who have been on the road have come back with reports of little business as regards advance orders they bear witness to the facts that there never has been a time when retailers' shelves were

so near exhaustion as today. What orders have been placed with manufacturers in recent months have been for immediate delivery so that the manufacturer is in hopes that there will be a revival of business in the fall although it is hardly expected that the peak of recent years will be attained.

Not Much Change in Felt Goods Line

In the felt goods line not much change is noted in conditions. If there is any, it has been for the better and in some instances there is a noteworthy increase in business, the efforts of the manufacturer in getting orders meeting with some success. Manufacturers are under the impression that there is a growing demand in the country for felt footwear in the summer months following the custom across the border and they see in this hopes for a larger volume of business in periods of the year when business otherwise would be slack. In fact it is concentration on this new business that has enabled at least one local plant to increase its trade by a handsome margin during the first six months of the year as compared to the corresponding period of last year. This concern has planned and carried out an extensive educational campaign, apparently with some success. There has been an opinion throughout the country in some circles that the felt business has been, and is, much below the mark. Such opinions of course lose sight of the fact that comparisons must not be made with unreasonable peaks such as were occasioned during and after the war. The felt business has not suffered, and is not suffering, more than the average, manufacturers state, and they are optimistic as to the future. In the turning out of lines for distribution in the fall they expect to keep the present staffs well employed and that the year will compare favorably

with all calculations and hopes under existing conditions of trade. Several local plants will commence the manufacture of felt shortly in preparation for the coming season's run.

Conditions in Rubber Footwear Business

In the rubber footwear industry plants are well taken up in meeting orders secured in the regular placements early in the season or in filling the calls of the retailer for canvas lines. Compared to last year there is an increase in the volume of business. Keen competition however has eliminated any advantage on the financial side. While the volume of general business is above last year, in the canvas line, specifically tennis shoes, conditions are not as favorable owing to the wet spell in May just at a time when the consumer was on the verge of purchasing his first pair of shoes for the tennis season. This wet spell affected business in this line from coast to coast. Ontario and the eastern provinces of course were not so seriously affected as the extreme western provinces where the wet spell was spread over the whole month. As the result of the adverse conditions patrons of the tennis shoe department instead of requiring two pairs of shoes this season succeed in getting along with one, factories thereby experiencing a run in this department not much above fifty per cent. of normal.

It is significant that of the dozen and a half of boot and shoe manufacturing plants in the district, including leather, felt and rubber lines, practically all have been able to weather the unusually quiet period that has existed during the past few months in the boot and shoe line as a whole without giving cause for alarm to the man on the outside.

News From The Montreal District

Shoe Manufacturers' Association Discusses Sales' Tax Legislation and Other Matters of Timely Importance—Plans for C.N.E. Shoe Exhibit

Several matters of importance were dealt with at a meeting of the Executive of the Shoe Manufacturers' Association of Canada, held in Montreal on June 28.

The principal subject on the agenda was the new sales tax, which has been freely criticised as being too complex in the matter of collection. The Executive considered Mr. Fielding's proposal in all its bearings on the shoe industry, and passed the following resolution:

"That it is the judgment of this Committee that manufacturers of leather and felt boots and shoes should charge the sales tax as heretofore, as a separate item on every invoice to either wholesale or retail merchant; that for their own protection the manufacturers should see to it that all prices are quoted definitely on terms of sales tax extra; and that such terms be clearly set out on every confirmation of order and with every quotation given; and

"That members of the Association generally be urged to adopt such policy in regard to the sales tax after January 1, 1924."

The following considerations influenced the Committee in recommending continuance of the present system of selling on terms of sales tax extra:

1. Replies to inquiries as to the views of member

firms indicated that, with a very few exceptions, members wished to continue the present practice.

2. It will not involve any change from the present practice, except in respect of the rate of the tax.

3. It will be the simplest procedure for the manufacturers and the most economical for the buyer, inasmuch as pyramiding will be avoided and no profit will be charged on the tax.

4. It will involve substantial economies in respect of discounts and commissions.

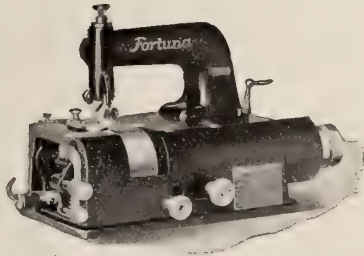
5. It will entail less difficulty for the manufacturers in case changes are made in the sales tax at a later date.

6. Manufacturers will be able to quote the prices at which they would sell their shoes if it were not for the sales tax and merchants will see the amount by which such price is increased by Government taxation.

7. It will tend to avoid unfavorable comparisons between prices in Canada and the United States.

The manager reported that the President, Mr. J. E. Warrington, had approved, in the name of the Association, the list of standard sizes of shipping cases, conditional upon the manufacturers of fibre and corrugated cases granting a special discount of

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

The Best and Most Durable Shoe Laces Are Made With Our Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists

189 Charles Street, Providence, R.I.

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR
Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms Tanneries
79 Front E. Toronto Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

DUFTON & PUNCHER

Western Ontario Representative, Kitchener, Ont.

We Can Save Money for You on Your Shipping & Packing H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges

- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO

not less than 5 per cent on all orders in the Standard measurements, and that copies had been sent to the manufacturers of such cases asking them to advise whether they would grant the discount.

The manager also reported that the number of manufacturers and wholesalers co-operating with the Shoe Trade Credit Bureau was steadily increasing. He also reported that a Committee of Ontario manufacturers had agreed with the Minimum Wage Board on a scale of minimum wages for female workers in that Province.

The United Shoe Machinery Co. of Canada, Limited, advised that, as requested by the Association, it was working out a plan for monthly statistics of production of boots and shoes in Canada.

The Committee instructed the Manager to remind members to report to the Association accounts which make improper claims, return goods without valid cause or otherwise deal unfairly with their suppliers.

A special Committee was appointed to consider plans for institution of a Collection Service as a branch of the Association's work and to report to the next meeting of the Executive.

Shoe Manufacturers' Association Laying Plans for Big Exhibit at Canadian National Exhibit

Considerable progress has been made with the arrangement for the second annual display of Canadian made shoes and allied products at the Canadian National Exhibition, Toronto, on Aug. 25-Sept. 8. The committee has received applications for 50 out of the 52 booths, and the remainder are expected to be sold in a few days.

The committee are taking measures to widely advertise the display—a large supply of stickers for use on letters or the backs of envelopes have already been distributed. These bear the following message: "Meet us at the Shoe Style Show upstairs in the Coliseum, near Eastern entrance, Canadian National Exhibition, Toronto, Aug. 25-Sept. 8, 1923."

The retailers in Toronto and the Province of Ontario will be asked to co-operate, by making special window displays during the fortnight featuring Canadian made goods, and window cards advertising the Exhibition will be supplied to retailers.

In The Boston Market

**Special Correspondence From Footwear's Representative in the U. S. Shoe Centre—
Conservative Sentiment Rules—Buyers Cautious—Leather Market
Generally Quiet—A Word on the Style Situation**

The hide, leather and shoe trades have shown themselves particularly susceptible to the wave of conservatism experienced in general business throughout the country in the past month. Buying is carried on in a very cautious manner throughout the industry and for the past month the demand for stock has declined considerably. The most hopeful phase of the new price basis appears to be the opportunity to secure raw stock at prices more nearly commensurate with the present value of finished leather. There has been an unusual demand for novelty and bright colored leathers and this situation has created among the tanners a feeling of uncertainty as regards the staple lines. Employment statistics show $1\frac{1}{2}\%$ fewer leather workers for the nation during April than during March, although April figures are still over 14% greater than a year ago. Similar conditions prevail in the boot and shoe industry where the decline in number of employees was 2.2% with April totals 9.2% greater than twelve months ago. April shoe production totals 31,632,504 pairs, as against a revised total of 35,836,219 pairs for March. This decline is partly seasonal and was intensified as far as Massachusetts is concerned by labor troubles in some of the larger shoe centres. Something over 50% of the factories in this state are now operating on a full time basis, though the volume of production is about 35% greater than a year ago. An encouraging factor in the boot and shoe situation is the increase in foreign demand, which resulted in April exports of 758,634 pairs, an increase of 64% over April 1922.

Sole Leather

The local sole leather market is quiet particularly as regards new business. Stock being produced by the tanners is passing from the hands of the dealers

to those manufacturers who need some special grade of leather for immediate needs but on the whole tanners are curtailing production to prevent any accumulation of a surplus during this rather dull period through which we are passing. Tanners do not anticipate any volume of business until the middle of July; by that time shoe manufacturers will have taken semi-annual inventories and made their annual factory and machinery repairs and will be starting their fall run and needing new supplies, the greater part of which they will have to buy. The next two months are a vacation period throughout the trade so that any big rush at the factories is not looked for for several weeks to come. In the meantime prices of hides are declining and sole leather buyers are looking for lower leather prices.

Green Hide Soles

Sales of small account now. Factories that buy and consume the bulk of this leather running slack. Hides are on the decline which would naturally point to lower prices for this grade leather.

Heavy sides No. 1 quoted 33 cents
2 quoted 31 cents
3 quoted 29 cents

Middle weights No. 1 quoted 31 cents
2 quoted 29 cents
3 quoted 27 cents

Union Soles

Sole cutters the largest consumers of this stock when shoe factories are running on full time and purchasing regular stocks from week to week. Most factories are running slow, to say nothing of strikes that seriously interfere with the sale and consumption of this leather.

Results From Small Ads.

"My business is small, and advertising rates are high," writes a reader. "Would you advise me to run an occasional large space advertisement, or regular small ones. In a small ad I have never felt I could do enough to make an impression."

This merchant's best bet is the regular advertising, occupying small space. There are various things he can do with a space as small as a couple of inches which will make his advertising effective.

One thing he can do is to head the space, "Today's Special," and quote in it a bargain price. This will be most effective if the article selected for a bargain is something very well known.

Another thing is to make his little messages very personal. He can do this in several ways. One is to head his advertisement like this: "Bill Jones Says ———." Another is to have an unconventional "pleasant" photo of himself taken, and a small cut made. Still another is to have the dealer's signature at the foot of the message, which is told in the first person.

These methods have been proved time and again to have great power to multiply the value of a given amount of space. The photo is unusually good. People are always interested in photos—their attention value is high. One of these advertisement photos should portray the merchant with a cordial expression on his face. If necessary, the photographer should be asked to make shot after shot, until a "bull's-eye" is obtained.

We often hear jobbers in the leather and shoe findings, and shoe repairers, complain about various cements evaporating while being carried in stock. A good way to prevent cements from evaporating is to, first, see that the caps are screwed down tight on the cans and, then, to invert the cans with the bottoms up. This allows the cement to hermetically seal any air leakages that may be in the caps of the cans. By practical test and experiment this has proven to be an absolute solution of this problem. If you are having any trouble with your cements along this line, try this remedy and note the result.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.
EST. 1915 **SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES** INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.



BRANCH:
566 ST. VALIER STREET
QUEBEC

To Our Customers

Our earnest desire is to make this business mean something more to you than merely a place to buy something you need. We want to know you and to have you think of transactions with us as dealings between friends.

We are human and likely to err at times. If you ever have reason to feel that we have fallen short in any way, please tell us so frankly. We are constantly trying to improve our service and your suggestions will be sincerely appreciated.

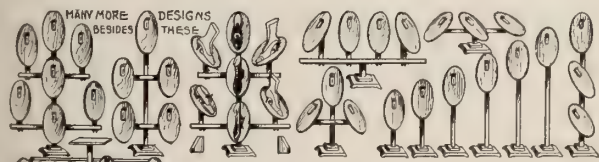
You would be surprised to know how much the growth of this company has been due to the recommendations of its friends.

Your influence among your friends and business associates is more valuable to us than any advertising we could do.

This is an institution of service and we want you to make it as useful as possible in every way.

McDOWELL & LINCOLN
LIMITED

formerly
INTERNATIONAL SUPPLY COMPANY



Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

Window Display Fixtures

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

The Oscar Onken Co. 5951 4th St. Cincinnati, O.



Don't Scrap Your Old Lasts

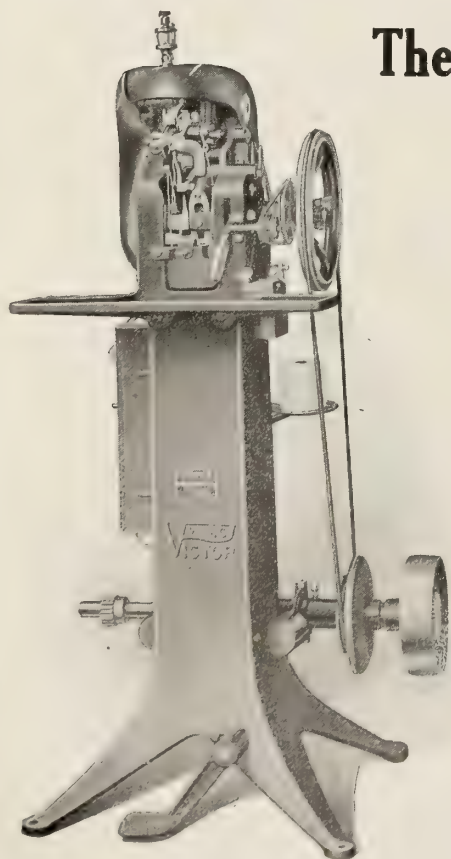
Let us remodel them into the newest styles thereby bringing your lines right up-to-date at minimum cost.

Full details on request.

Standard Last Co.

734 St. Paul W., Tel. Main 6699
Montreal

Montreal Selling Agents: Boston Last Co.



The Name **VICTOR** is your Guarantee
— on —

SHOE REPAIRING MACHINERY

Victor Shoe Machinery is the most efficient and economical line of factory type machines on the market. They are the only ones sold outright without royalties—the first cost is the last. Outfit your shop with these machines and pay the easy instalments out of the increased business you will handle.

VICTOR MODEL "K" STITCHER—

The only stitcher built for the repair trade. It is a compact and efficient Electric Heated Curve Needle Out-Sole Stitcher, simple to operate and cheap to maintain.

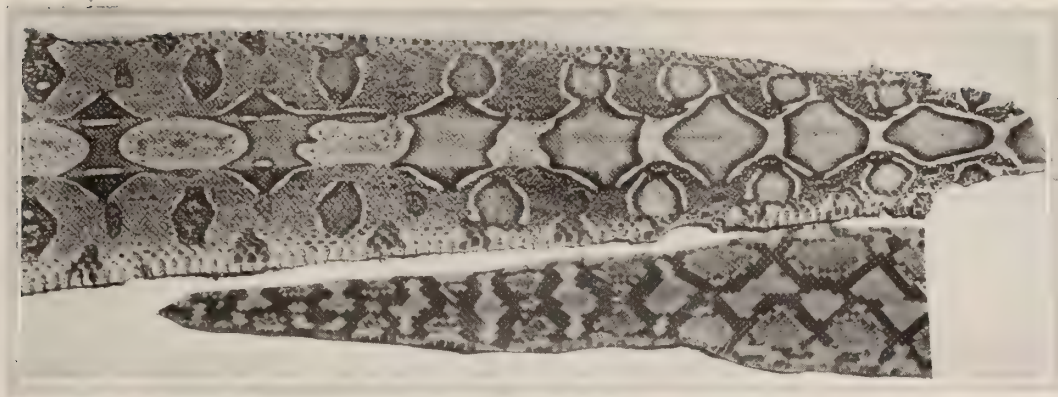
Write us for full information.

VICTOR SHOE MACH'Y CO.

1-11 Willow Street, Lynn, Mass

CANADIAN JOBBERS

C. Parsons & Son, Ltd., 79 Front Street East, Toronto.
Kieffer Bros., 96 Prince St., Montreal, Quebec.
H. W. Upham, Moncton, N.B.



Parts of skins of the Sacred Anaconda (top) and the Boa-Constrictor.

From Tropic Forest to Milady's Boudoir

Tanners are Drawing on the Reptile Life of Several Continents for Skins for the Production of Fancy Leathers—Snakes, Lizards and Fish Contribute—Some of the Numerous Varieties are Described Below

At the shoe exhibit in Montreal last January, many shoemen were interested to see samples of shoes made from various classes of fancy leathers. There has been an evident tendency to introduce leathers of this type as a novelty medium in both England and the United States. It is perhaps doubtful whether such goods will ever have much vogue in Canada, but stranger things have happened, and Canadian manufacturers have been watching developments with interest.

In a recent issue of the "Footwear Organizer" (London, England), there appears an enlightening article regarding the use of reptile skins for the production of shoe leather, and we are indebted to this publication for permission to use the cuts which are reproduced herewith and the information.

In the article to which we have referred it is pointed out that the reptile life of five continents has been drawn on by mankind for this purpose. "Giant snakes from Mexico, dainty little lizards from Burma, the python from West Africa—all these and numerous other creatures, from tropical jungle and lake or far-off seas, yield their skins for the protection and adornment of the human foot in many civilized and uncivilized parts of the world."

"The toughest of men's riding boots, or boots for the big game hunter in the bush, and the most delicate supple slippers for children, can be fashioned from snake skin," the writer of the article points out. "Women's heavy brogues for golfing, or the latest daintiest styles in fashionable footwear for the race meet—it matter not what is required—the snake, or one of his numerous relations of sea or land can be made to furnish the material necessary for the desired purpose."

Practically any kind of snake skin can be turned into leather suitable for

boots and shoes. An extraordinary variety exists both in regard to numbers and characteristics. Many of them differ enormously in size, type of scaling, marking, and colouring. In some the markings are arranged all down the skin in definite geometrical patterns, diamonds and triangles of a contrasting shade to that of the groundwork of the skin recurring at regular intervals. Others are decorated with roughly symmetrical designs, oblongs and ovals surrounded by bands of a different colour.

Two Varieties of Anaconda

Sometimes the shape of the patterns and also the shading alter towards the end of the tail. The scales of many are extremely even and regular in size, others being less perfect in shape. The name of one snake, the Carpet snake of Australia, is suggestive of the possibilities of adapting the designs on these skins to numerous other uses of household or personal adornment.

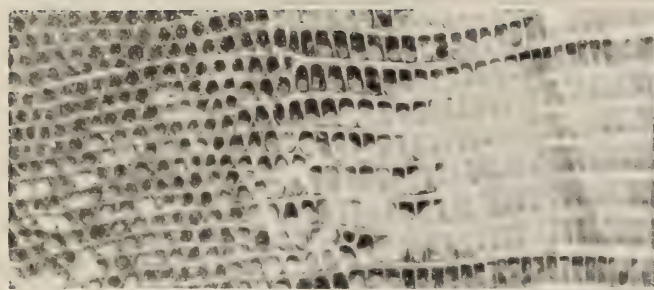
Of the various snakes whose skins are utilised for shoemaking, one of the largest is the Golden Anaconda, a monster thirty-five feet long, which inhabits parts of Mexico. As its name denotes, it is a golden brown colour with rows of large oval spots down the centre of the skin. When the creature is alive these spots are blood-red, and deepen in colour when it gets excited about anything. When tanned the spots become brown.

Skin of a Sacred Snake

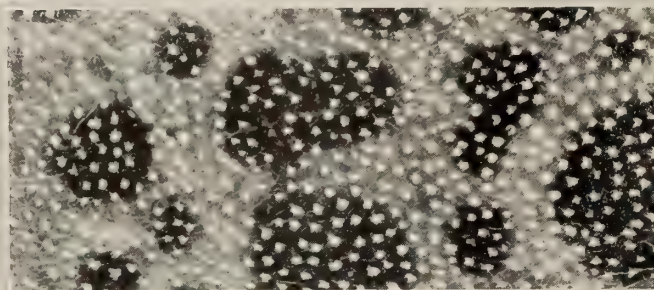
The skin of the male, which is very strong, is usually bark tanned by the natives of Mexico and is used chiefly for riding boots and heavy golfing shoes, particularly for wear in Africa. Owing to the size of the snake the skin is hard and tough with large scales, and only the centre portion can be used. It has to be waterproofed before making up into shoes, unless it has been chrome tanned, which is not frequently the case.



A Java Lizard
A delicate grey color
and makes up well



Top left, a Java Lizard;
and top right, a Cabragoya
Lizard



Bottom, the Sea Lepord, a
curious fish with spotted
markings

The skin of the female Anaconda is not so stiff or hard as that of the male, and is made into women's shoes. Chrome tanned, of a grey colour, it somewhat resembles antelope. Another member of the same family, the Sacred Anaconda, also found in Mexico, is a smaller variety with very distinctive markings which change in shape and colour at the end of the tail, becoming golden and roughly diamond shaped.

One of the most popular of snakes for shoes is the python from Southern Nigeria. With beautiful markings of a soft fawn on a pale grey ground, it combines durability in wear with softness of texture and pliability and is among the most reliable varieties of snake skin. The King Python, found in the Lake of the Dead, is a broader variety, measuring thirty-six inches across its widest part.

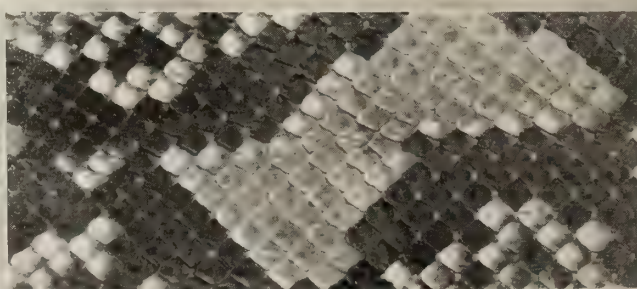
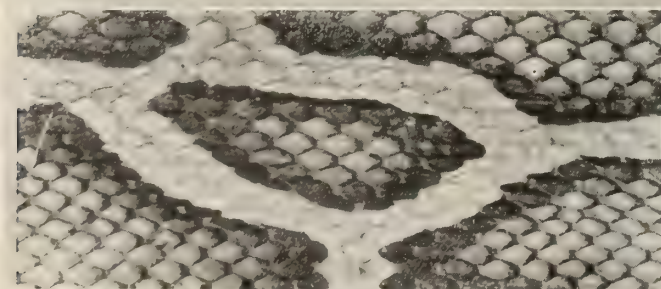
The Gold Coast Boa

Boa-constrictors from the Gold Coast and Rhodesia furnish distinctively marked skins, those from the latter country being similar in colouring to the python. The Gold Coast variety is a creature some

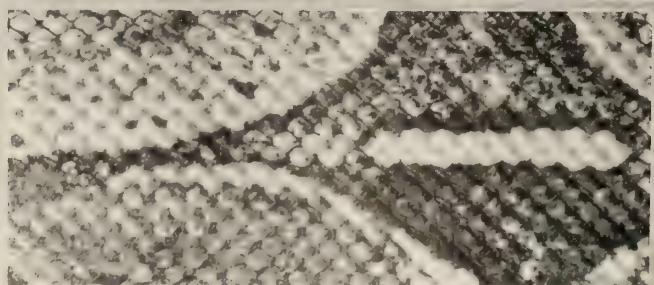
fifteen to eighteen feet long, with large oval and diamond-shaped markings. A more uncommon skin is that of the Yellow Jack snake of India, the centre portion being a charming combination of soft grey and yellow with a brighter yellow at the outside.

A valuable species of reptile for shoemaking purposes is the lizard, which gives some of the most prettily marked skins. From New Zealand comes the monitor, a large lizard which lives on rocks and in the water, whose skin is very tough and strong and suitable for heavy golf and sports shoes designed especially for very hard and rough wear.

The Cabragoya lizard, a smaller variety found in Ceylon, has a fine-grained skin which is made into women's walking and fancy footwear. It is usually dyed brown and has a shiny surface. Finer still is the skin of the Java lizard, and from this the most delicate and graceful shoes for women are made. Tough in texture, yet supple and soft, this skin has delicate markings of brown, shading away to the palest fawn on a white ground. Lizard skins from Burma are dyed all colours for children's shoes. When



Actual size photographs
showing the detail of the
scales and color marks



Top left, Python; top right,
Boa-constrictor; and bottom,
Sacred Anaconda

ROBSON

BLACK BEAUTY

Chrome
Patent
Sides

Robson Leather Company Limited, Oshawa, Ont.

In the Boston Market

(Continued from page 48)

Packer Hide Backs, heavy steers, quoted	54c. to 55c.
Middle Weights	51c. to 52c.
Cow Backs middle weights	48c. to 50c.
Light weights	46c. to 47c.
Country hide	40c. to 45c.

Oak Soles

In general, trade is quiet, but a few good-sized sales have been reported recently, one of around 20,000 crops and backs, another of 10,000 backs to carry the buyers over until after the middle of July. Prices reported to have been 43c. for heavy crops, 46c. for backs, 55c. for bends. Quotations on heavy backs 45c. to 50c. for regular tannages; prime selections 50c. to 55c.; bends range from 45c. to 55c. for shoe stock and 65c. to 80c. for finders' stock, all depending on weight and grade, also tannage.

Belting Leather

Limited buying is reported in this market.

Quotations on Prime tannages	No. 1	75c.
	2	73c.

inferior lots 73c. for so-called No. 1. Some think a real buyer could obtain concessions from above prices.

No. 1 sides	93c. to 95c.
1 Butt Ends	\$1.03 to \$1.07
1 Centres	1.25 to 1.30
2 Centres	1.20 to 1.25

Rough Bark Splits

Very little business reported. These splits should go into wax for Europe, but only the light and medium weights are in demand and the bulk of the rough splits now held in this market range from 8 to 14 pounds and produce a heavy wax, about 10 pounds each, too heavy for England.

8 to 9 lb. belt knife sides at 15c.

Bark Flexibles

The demand is considerably less than it was a few months ago, and while the quotations range practically the same, selling values have fallen off slightly. Some job lots in the market can be bought at cut prices, light weights down to 7½c.

Chrome Flexibles

Only an occasional roll sold in this market. Prices very low; 8c. to 9c. according to weight and trim, for belt knife sides.

Dry Hide Soles

Very small quantities of this stock now tanned and handled in this market. Sales of little consequence until after July 15th.

Heavy sides	No. 1	32c.
	2	30c.
	3	28c.
Middle Weights	No. 1	30c.
	2	28c.
	3	26c.

Chrome Soles

Small requests, owing to the fact that so few shoes are now made with chrome outsoles, and the season for making play shoes is practically closed.

Both green and dry hides 5 to 8 iron, (mostly 6 to 7 iron)

Heavy Java 7 to 10 iron	32c. to 38c.
Heavy shoulders	28c.
Medium Shoulders	25c.
Light Shoulders	18c. to 20c.

Upper Leather

The market in general is quiet, and small business is looked for during the next two weeks. The outlook is optimistic as regards near-future good business. Nobody seems able to tell why, except that it is due and this general optimism has aroused hopes and courage. The tanning industry has been slow in recovery compared with others of the larger industries. It can be said for the first time in very many months that a nearer to normal market, on a gradual growth will be realized from around the middle of July through the balance of the year.

Calf Leather

Sales continue in small amount. Prices for the better classes of raw material remain firm. Standard tannages of full grain colors quoted up to 48c. for choice selections in plump weights, 45c., 40c., 35c., for first three regular grades, with light weight spready skins approximately 5c. lower per grade. Blacks on some selections equal to colors. Suedes moving on some selections, but not in large volume. Prices continue firm with colors quoted 60c. to 50c. for leather from best raw materials in top selections; medium selections down to 35c.; lower, down to 25c.

Side Leather

Buying continues on a hand-to-mouth basis. Prices firm for leather from good raw material. Colored chrome full grain sides quoted around 30c. for best selection, around 25c. for medium, down to 20c. for lower; blacks in some selections equal to colors, others 2c. to 3c. lower. Snuffed and job lots down to 12c., according to selection and holder. Buck finish in colors quoted up to 50c. for top; medium, down to 35c.; lower, down to 25c.

Patent Leather

Current sales very small. Tanners and finishers talk cheerfully as regards good sales of this class in the near future. They point to the decreased demand for fancy colors, and expect a return to more staple products in which leather will share. Full grain chrome patent sides on standard makes are quoted up to 48c. for choice, with regular three selections at 45c., 40c. for first and second grades, down to 30c. for lower. Snuffed and job lots from around 15c. up, according to selection and holder.

Glazed Kid

Although sales are small at this time, there is a confident feeling of very good business resuming during July. Developments point out that a return to more sober shades will be realized, and better interest is being shown in black and Havana browns, although the bulk of present deliveries is on the lighter tones. Choice selections of the latter are quoted up to and around \$1.00 per foot, with regular selections of colors at 80c. to 65c. for top grades; 60c. to 40c. for medium, down to 20c. for lower. Leather from cheaper class raw material below these. Blacks from 10c. to 5c. lower per grade.

Sheep Leather

The limited business on the fancy shades has dropped off to small amount. Some sales of ooze are reported in fair amount, also on russets. Combination tannages in colors of standard makes continue quoted from 18c. to 16c. for top selections; medium down to 12c.; lower, down to 9c. Glazed blacks from 2c. to 3c. lower per grade.

Indications point to an improvement generally in existing conditions in the market after the middle of

INCREASE YOUR SALES BY USING AND DISPLAYING SHOE FINDINGS

“Assets to Any Shoe Business”

Stylish Hardwood Shoe Trees
Shoe Brushes—Pocket Polishers—Daubers
Buttons—Laces—Polishes
Heel Grip Linings—Heel Lining Repairers
White and Colored Heel and Edge Enamel
Shoe Holders Stretchers
Heel Cushions Insoles

Complete Stocks of Supplies for Maker, Retailer and Repairer

Prices that are Right. Send for List

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

TORONTO

90 Adelaide Street W.

KITCHENER

88 Ontario Street S.

QUEBEC

28 Demers Street

BULLDOG SOLE LEATHER

The high place given by the public throughout Canada to BULLDOG SOLE LEATHER, in such a short time, should be an accurate guide post to the Shoe Trade, at large.

The business building possibilities in BULLDOG SOLE LEATHER will interest manufacturer, retailer and repairer, all of whom can safely look to it as a means to fast turnover and additional profits.



"Twice the wear
in Every Pair"

Advertised from
Coast-to-Coast

Toughest Leather Ever Tanned

TANNED ONLY BY
BEARDMORE & CO.
*Tanners Since
1844*

TORONTO - MONTREAL - QUEBEC - ACTON

July. The arrangements for fall business will have become more definitely placed in the minds of everyone in the business and the confidence created by conditions which will have become much more stable than at present will tend to cause an improvement throughout the industry. Shoe manufacturers are marking time here until after July 4th, when many shoe buyers are expected in Boston. The Shoe and Leather Exposition to be held here the week of July 9th will attract many visitors to Boston and this should also stimulate business.

Color Situation Clearing up

The color situation is clearing up. It now looks as if brown shades would be far in the lead for fall footwear. Also a larger demand for black leather is looked for, in patent, glazed and dull finishes. Some grey shades will be used too, especially in the suedes. It will be safe to predict that more than one half of the shoes manufactured in Lynn, Mass., for the coming fall season will be brown if the suede, smooth and boarded or grained finishes all are counted.

Gores, Three-Straps and Fancy Cross-Straps To be Shown

A good many fall samples have been prepared to be shown in Boston during July particularly at the style show. The most striking of these styles will be saved until the buyers arrive most probably. These styles will show gores, three straps, and fancy cross straps, as well as familiar one and two-strap and oxford patterns. Lasts in the main are of two types, the French, with a short vamp, round toe, high arch and high heel, for dress wear, and the London, with a longer toe and lower tread, heels 8/8 to 12/8 high, for street or sport wear. Inlays and cut-outs will be superseded by overlays and fancy stitchings. High throated oxfords, with gores in the sides, will show lattice fronts for mid-summer and inlays of leather, of contrasting color, in the lattices for fall.

Kitchener Notes

Waldo Stewart, of Richard Young and Co., Boston, paid a visit here the end of June.

Mr. Stanley, of Klipsteins, was in Kitchener on business towards the end of June.

The Greb Shoe Company after several weeks shut down for repairs has again resumed operations working to full capacity. This firm has recently received a large number of orders for immediate shipment indicating that retailers' stocks are very low.

T. S. Keegan, president of the T. S. Keegan Leather Co., 234 Beach Street, Boston, Mass., spent a number of days in Kitchener the last week in June, and was successful in closing a contract with the Breithaupt Leather Company to represent them in the New England States.

Joe King, of Whitby, Ont., was in Kitchener June 26 and 27 calling on the trade.

Aubrey Davis of the Davis Leather Co., New Market, Ont., spent several days the second last week in June calling on local customers.

Sam Wickett of Wickett and Craig paid a visit to the firm's local agents, June 27.

Mr. Wraggs of the Hurlbut Company, Preston, expects to leave for Montreal in the near future on an upper leather buying trip.

The Ames Holden Felt Co., Ltd., have experienced a largely increased business during the past

six months as compared to the corresponding period last year. Felt manufacturing will be started shortly.

The Oscar Rumpel Felt Co. Kitchener, have had a successful season and look forward to a good run for fall business in the footwear line in which they specialize.

The Canadian Consolidated Felt Co. Ltd., have received a large export order for their line of Smart Step canvas footwear from South Africa.

The Kaufman Rubber Co., Ltd., are engaged in filling the season's orders, reporting improved conditions as compared to last year. The canvas lines are receiving attention at present following the opening of athletic season.

For Sale Cheap

One 22 ft. Goodyear outfit with post for stitcher head. Good condition. Today's price new \$660.00—a sacrifice at \$260.00. Also one Summit Splitting Machine \$85.00 in new condition. Owner has quit business. Apply Box 571, Ingersoll, Ont. 7

Your Factory Engineer

should receive twice monthly a magazine that will tell him how to eliminate electrical troubles in the factory and show him how to cut your power costs. The ELECTRICAL NEWS is published for the benefit of users of electricity and contains valuable information for all factory superintendents who use electric power. \$2.00 per year of 24 issues. Write to 349 Adelaide Street West, Toronto. 7-T.f.

For Sale

1 eight foot finishing machine, in use only a year. Will sell with or without the motor. There is everything on this machine for a small shop. Apply Herb. Weiler, 146 King St., Waterloo, Ont. 7

MANUFACTURERS AGENT OR JOBBER WANTED to take Canadian representation of well-known British Manufacturer of slippers and children's footwear. Write for further particulars to Box 308 Footwear in Canada, Toronto. 7



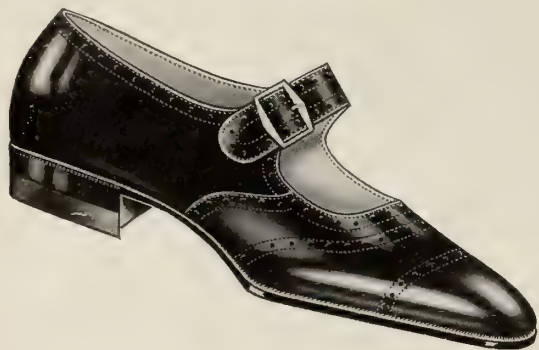
TRYING to keep pace with fashion's varying whims often leaves a merchant with a stock of unsaleable goods on his hands. Not so with the merchant who handles the lines of A. A. Cote & Son, Limited, for these are all-the-year-round sellers—the kind that nine out of ten people want to buy.

Have you examined samples?

A. A. Cote & Son Limited
St. Hyacinthe, Que.

Since 1865

"SQUARE WEAR" in EVERY PAIR

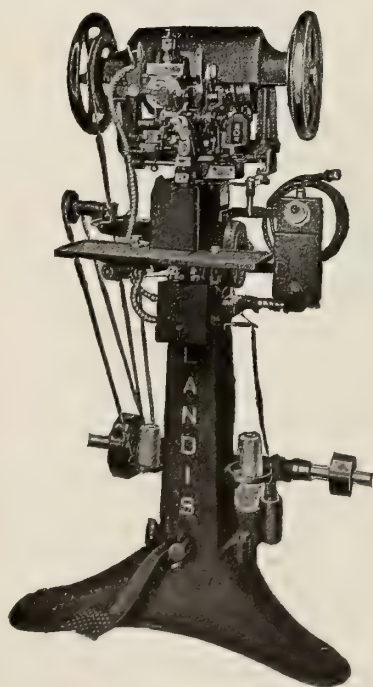


The reputation enjoyed by Yamaska Shoes is the result of the single-minded endeavor of J. A. & M. Cote to offer the greatest possible value in a moderate-priced shoe. "Square Wear" is their chief claim to popularity and every pair bears out the claim. That means that the finest materials and workmanship must be employed, and they are. Yamaska Shoes are also built on comfort-giving lasts and in styles which, while conservative, are up-to-the-minute in every respect.

Do not place before our representative
has called on you

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.

FOOTWEAR IN CANADA



**The Only Genuine
Goodyear Welt
Made With
a Pillow Welt
Insole**



**The Only One
of Its Kind**

**The Best for
the Children—**

—The Best for You

The combined qualities of the Goodyear Welt and Pillow Welt Insole make this shoe unique in its advantages of comfort, strength and wear.

Let us furnish you with particulars of our complete line.

Globe Shoe Limited, Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,

Carried in stock by Alfred Lambert, Inc., Montreal

Maritime Provinces:

W. J. Gard,
47 Rupert Street,
Amherst, Nova Scotia

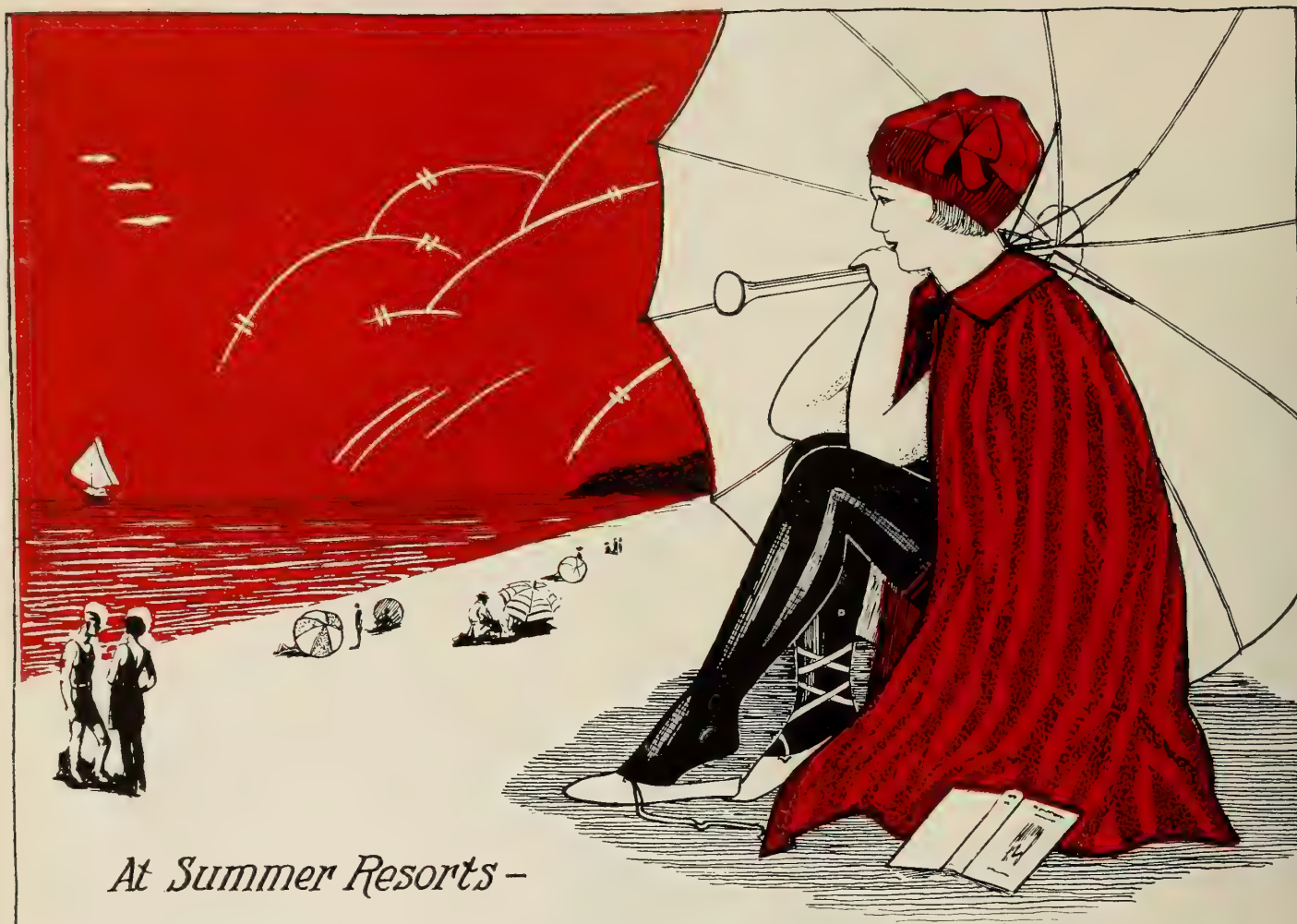
Ontario:

Charles Newton,
102 Patterson Avenue,
Toronto, Ontario

Western Travelling Representative:

W. E. Short,
Home Office, 210 Drummond Bldg.,
Montreal

FOOTWEAR IN CANADA



At Summer Resorts -

The Boardwalk -
Verandah Bridges -
Moonlight Dances -

Smart Holiday Attire
calls for

CLARKE'S
PATENT LEATHER

Everything that GOOD Patent should be



A. R. CLARKE & COMPANY LTD.

MONTREAL

TORONTO

QUEBEC

Footwear In Canada

Archgrip "Grips the Arch"

In Stock
No. 9617—Last 57—\$5.65



In Stock
No. 9611—Last 56 \$5.65



Preserves — Prevents — Corrects

Your customers are demanding greater foot comfort from the shoes they buy. Sell them "Archgrip Shoes" and win their steady trade. "Archgrip Shoes" are made on scientific principles to relieve foot ailments. They are comfortable from the first try-on. You can honestly recommend every pair. Nothing but the best is used in their construction.

Write us regarding the "Archgrip Agency" in your district and our dealer helps.

Visit us at Booth No. 11 Coliseum Building,
Canadian National Exhibition.

Blachford Shoe Manufacturing Company Limited

MAKERS OF
Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto

The Acme of Walking Comfort and Service

BEST for your customers,
best for you. They wear
twice as long as the best leather,
are more flexible and more
comfortable on the feet.

Panco Taps are an aid to neat
repair work. They take less
time to put on, look better,
won't crack and are absolutely
waterproof.

*Wise Shoe Mfgs are now
making shoes with Panco
Soles and Panco Heels.*

The Panther Rubber Co.
Limited

Sherbrooke - Que.



CANADA'S OWN PRODUCTS



**Meet Us
at the
SHOE STYLE
SHOW**

**Upstairs
BOOTH F**

IN THE COLISEUM
Near Eastern Entrance

**CANADIAN NATIONAL
EXHIBITION**

TORONTO

**Aug. 25—Sept. 8
1923**

**THE COLUMBUS RUBBER COMPANY
OF MONTREAL, LIMITED**



Announcing the
Tarsal Arch Corrective Shoe



IT took over a year of constant experimenting for our experts to finally satisfy us that this shoe was right in every detail. The last is designed on Nature's lines to give a true fit and this with the special flexible constructed arch helps weakened feet to regain their normal health and keeps good feet strong and well through exercise.

This shoe in Black and Brown Kid Oxford is carried in stock in four widths and you can order any quantity in any size and width.

A—4 to 9
 B—4 to 9
 C—2 to 8
 D—2 to 8

You will be welcomed at our booth No. 14 in the Coliseum Building, at the Canadian National Exhibition, Toronto, when we will be pleased to demonstrate this shoe to you.

IN-STOCK

343—Black Kid Oxf. Rubber Heel.
 465—Brown Kid Oxf. Rubber Heel.

\$4.85

Net 30
 Net 45 Maritime and West

Make faithful customers of women by carrying a line of these shoes.



Made only by

Perth Shoe Company, Limited

Perth ❖ Ontario

W. S. PETTES
 Room 413, Windsor Hotel
 Montreal, Que.

H. B. McGEE
 Room 706, King Edward Hotel,
 Toronto, Ont.

J. H. McGEE
 Royal Alexandra Hotel,
 Winnipeg, Man.

G. H. FERGUSON,
 511 Bower Bldg.,
 Vancouver, B. C.



IN-STOCK SERVICE



Nos. 6005 and 6006

Stock No. 6005—Black Kid, 1 strap, 2 button slipper.
 Stock No. 6006—Brown Kid, 1 strap, 2 button slipper.

ALSO THE ABOVE IN OXFORDS AS FOLLOWS

Stock No. 6000—Black Kid Oxford, Im. Straight Tip, Whole Quarter.
 Stock No. 6001—Brown Kid Oxford, Im. Straight Tip, Whole Quarter.

\$3.90

Net 30 days
 Net 45 West and Maritime

These lines are carried in stock in three widths, and you can order any quantity, in any size or width, as follows:

B—4	to	8
C—2½	to	8
D—2	to	8

Write for instock folder illustrating all lines carried in stock.

You will be welcomed at our booth No. 14 in the Coliseum Building, at the Canadian National Exhibition, Toronto.

Perth Shoe Company, Limited

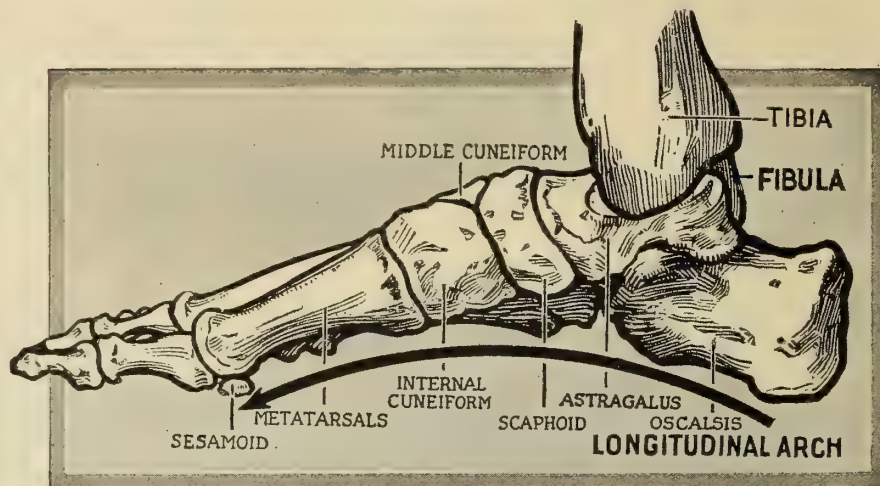
Perth :- Ontario

W. S. PETTES
 Room 413, Windsor Hotel
 Montreal, Que.

H. B. McGEE
 Room 706, King Edward Hotel,
 Toronto, Ont.

J. H. McGEE
 Royal Alexandra Hotel,
 Winnipeg, Man.

G. H. FERGUSON,
 511 Bower Bldg.,
 Vancouver, B. C.



The arch of a normal foot. When it weakens and breaks down it can only be restored by gradually increasing the pressure at the right place, with an ADJUSTABLE arch support.

What are you doing to correct foot troubles?

Are you being sidetracked from the sound principles of orthopedic correction?

Is your better judgment on foot correction being warped and twisted?

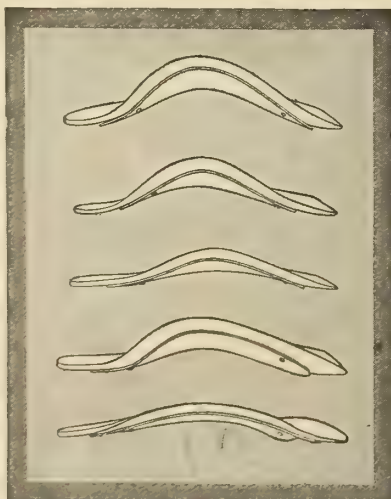
Are you taking "things for granted" when the light of experience would shoot them full of holes?

Are you between the "devil and the deep blue sea" as to what is right in shoe construction after hearing so many "scientific selling talks"?

Are your customers coming back with kicks that *the* shoe has not done the job?

Mr. Shoe Dealer, these are questions for you to give your serious consideration. When a confiding customer places his or her feet in your care you have assumed a responsibility which reaches beyond the cash register.

A Dr. Scholl Foot Appliance is not a "cure-all"



This illustration shows the adjustability of a Dr. Scholl Arch Support. One of these supports can quickly be adjusted to meet any flat or weak foot condition.

Dr. Scholl has studied this question for 23 years. His investigation and research have demonstrated that each case of foot trouble must be treated individually. He has proven through years of practical experience that an *adjustable arch support* is the only scientific means of successfully treating a case of arch trouble. The appliance must be constructed on anatomic-orthopedic principles to correct.

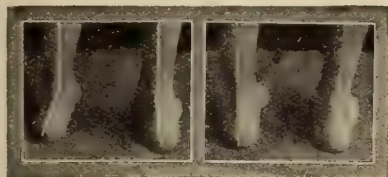
There are as many different types of foot trouble as there are feet. Any shoe, regardless of its style, shape, last, material or construction, will fit and give satisfaction to a *certain percentage* of such feet but no one shoe has ever been perfected that will relieve and correct all forms of foot ailments, or even any considerable number of foot abnormalities.

Study the illustration at the left and you will quickly understand why a Dr. Scholl Foot-Eazer or Arch Support is the true, scientific, common-sense, orthopedic method of restoring a weakened or broken-down arch to normal condition.

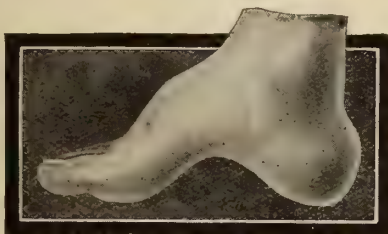
The thousands of shoe dealers who concentrate on Dr. Scholl Service know



Flat-Foot with bunion



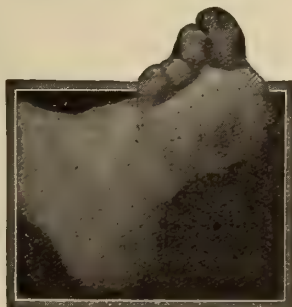
Tipped-in ankles, caused by weak foot



Extremely high or contracted arch



Bunion and Hallux Valgus



Callouses on ball of foot, caused by transverse arch breaking down

What would you do to relieve these feet and correct the cause?

Here are seven types of foot trouble with which the shoe dealer comes in contact daily. There are a great many other foot abnormalities, some of which combine two or more of the conditions pictured on this page.

Have you any shoe in your store that you could conscientiously recommend to fit *all* these feet? Have you any number of types of shoes in your store that will suit *all* these feet? Do you know of any shoe which you believe would relieve and correct *all* these foot troubles?

Suppose you had a case where the longitudinal and the transverse arches (and there are thousands of such cases) had weakened and broken down, what would you do with such a foot?

Dr. Scholl's System of foot correction is the answer. Ask any of the thousands of shoe dealers who have built business on the Dr. Scholl principle.

All these troubles easily and quickly solved

With a Dr. Scholl's Foot-Eazer or Arch Support you can take any sensible, comfort or style shoe and convert it into a real, scientific orthopedic shoe. One of these supports can be quickly adjusted to *properly distribute the body's weight* and to *give the right pressure at the right spot*. The support can then be *re-adjusted, little at a time*, until the arch has been restored to its normal position.

As 7 persons out of every 10 have some form of foot trouble, this question of foot correction is a big one for the shoe merchant to consider. If the public is not getting satisfactory foot comfort service, then isn't there grave danger of "killing the goose that lays the golden eggs"? Think it over. Dr. Scholl Service extends to every village, town and city throughout the world.

THE SCHOLL MFG. CO.

Largest Manufacturers of Foot Specialties in the World

213 W. Schiller St.
Chicago

62 W. 14th St.
New York City

112 Adelaide St., E.
Toronto

Branches and distributing agencies in all parts of the world



Contracted toes and corns



Corns on the toes

Give instant foot relief—permanent correction—make friends and money

Imported English Footwear

New Styles — New Materials — New Lasts

GET in touch with our Canadian Representative, Mr. A. J. Machin, 327 King St. East, Hamilton, Ont. He will be pleased to forward samples, prices and any other information you may desire concerning "Footgloves".

John Scott & Co., (Stafford) Ltd.

Footglove Factory

Stafford — England



DALE DISPLAY FIXTURES

are

**Attention Getters—
Merchants!**

Display Men!

we invite you to call at
our showrooms and see
the

**Newest Shoe Stands
that
Create Bigger Sales**

*Our newest catalogues are yours
for the asking*



Dale Wax Figure Co., Limited, 86 York St. Toronto

Canada's Leading Display Fixture House

Montreal—P. R. Munro, 520 New Birks Bldg. Vancouver—E. R. Bollat, & Son, Mercantile Bldg. Winnipeg—Obrien, Allan & Co., Phoenix Bldg.

Shoemen visiting Toronto during the Canadian
National Exhibition will find a warm welcome
at
J. A. McLaren Co., Ltd.



**A few suggestions for
Fall and Winter
"Imperial"**

Quality shoes for men and
women

"Maple Leaf"

Good-looking work shoes for
men and boys

"Little Canadians"

The popular misses' and
children's line

Hockey Boots

Felts Slippers

Independent Rubbers

Should be ordered now to
make sure you will have them
in stock when you need them
most.

MOST shoemen within striking distance of Toronto are planning to attend the Canadian National Exhibition. Those who do visit our city will find a warm welcome awaiting them at 30 Front St. West,—a minute's walk from either the Union Station or the Yonge St. Wharf—where we are holding "open house." But we are not letting our welcome end with the glad hand. We are offering some Exhibition Specials that will make your visit worth-while from a dollars-and-cents standpoint, too.

These specials include our best and most up-to-the-minute designs for men and women. Genuine, proved sales-getters.

*We will have some clearing lines in broken
lots at nominal prices that will be worth
your while to use as advertising specials.*

**J. A. McLaren C^ompany
Limited**
30 FRONT STREET W. TORONTO

Keeping Up With the Times

*In Stock for Immediate
Delivery*



Stock No. 4526 Womens patent Bamboo Buck,
cross straps 16/8 covered Louis Heel new
French last.

Price \$4.25

We have many other novelties that are coming through daily, but it is impossible to illustrate all of them.

We will be pleased to forward sample pairs on request.

All mail orders are appreciated and will be given immediate attention.

Write, wire or phone your orders

Terms: Net 30 Days

George Robinson Limited

29 Victoria Square

Montreal



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh, Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh, Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

Every retailer knows that a quick moving stock is essential to good and profitable merchandising.

Miner Tennis Shoes and Rubbers move quickly because they are a distinctive, long wearing line, backed by advertising made especially to stimulate Miner dealer sales.

Sales Experts Say:

"Certain of our clients spend all their appropriation in Business and Trade papers.

Prominent New York Agency

"Some advertisers might spend nine-tenths of their appropriation in business papers....."

Oldest Agency in U. S.

"We buy space:—first in the most logical technical and class industrial publications."

Notable Buffalo Agency

"Where funds appropriated are small, it is not unusual for us to recommend that the entire amount be spent in business and trade papers."

Large Chicago Agency

"Our agency believes in trade papers and makes use of them to quite a large extent."

Troy Agency

"Unfortunately the trade paper is neglected in a great many instances, due either to lack of appreciation of the value of a trade publication or the fact that the agent does not want to bother with these small items."

Philadelphia Agency



"With certain accounts of a strictly technical nature the entire appropriation has been spent in trade and business papers."

Active Detroit Agency

"We use trade papers and business periodicals on all technical accounts, and believe they are vital."

Big Cleveland Agency

"Some advertisers.....justly spend a very large proportion of their appropriation in professional or business publications."

Intelligent Canadian Agency

Hugh C. MacLean Publications

Contract Record and Engineering Review, Electrical News, Furniture World, Canada Lumberman, Canadian Woodworker and Furniture World

349 Adelaide Street West, Toronto

VANCOUVER

MONTREAL



Quick Sales

A retail merchant may, at times, pass off another line for a nationally advertised brand, which his customer asks for, but he is only deceiving himself. Eventually the customer will realize that he has been imposed upon, and will lose confidence in the dealer, his methods and his goods.

Dominion Rubbers and Fleet Foot shoes are nationally advertised. The names have become widely known throughout Canada by national advertising, and their reputation for worthiness has been firmly established.

Your salesman can sell two pairs of Dominion Rubbers or Fleet Foot more easily than he can one pair that has not been nationally advertised. On busy days this means more money in your till.

Why not arrange for less sales resistance and a quicker turnover of stock by purchasing Dominion Rubbers and Fleet Foot shoes, which are half sold to your customer before you receive them.

Dominion Rubber System Limited



St. John, N.B.
Halifax, N.S.
Montreal, P.Q.
Quebec, P.Q.
Ottawa, Ont.
Belleville, Ont.

Service branches at:

Toronto, Ont.
Hamilton, Ont.
Brantford, Ont.
Kitchener, Ont.
London, Ont.
North Bay, Ont.
Ft. William, Ont.
Winnipeg, Man.
Regina, Sask.



Saskatoon, Sask.
Calgary, Alta.
Lethbridge, Alta.
Edmonton, Alta.
Vancouver, B.C.
Victoria, B.C.

Far-away Fields Look Green

This sporting bal.
is obtainable in
Brown and Black
Elk, English Kip,
Tan Grain and
Pearl Ooze Split.
A very strong
seller wherever
shown.



Why take a chance on what other less known lines **might** be, when you can obtain Yamaska certain that it represents the most for the money, as proved every day since 1865?

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

Common Sense

A specialized line of women's McKays giving genuine (common sense) features in both fit and value, that's King Kid Shoes.

"King Kid"

**They're
Steady
Sellers**

McKays for Women

The attractive styles and moderate prices of King Kid common sense line make them a good buy for fall. Samples and prices on request.

A Range of OXFORDS Specially Styled and Priced for Fall

The King Kid Shoe Company, Limited
2419 Notre Dame St. East - Montreal

Ontario Representative:— J. Burn, 70 Lombard St., Toronto



Shoemakers to Wholesalers only

**Now is the time to secure
your samples for the
coming season**

A card will bring them to you



BLACK - BROWN - TAN

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

Wholesale Only

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00

DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.

CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan

\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

A.L. GAMBA 46 Dean Street,
London W.1 & Milan

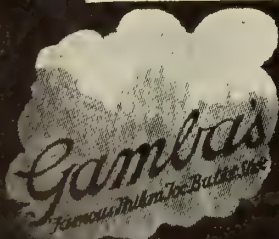


Agent for Canada:—

A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491

Telegrams:
"Gambashoo,
Ox. London"



FOR OVER 20 YEARS

Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.

The position of Toe Dancing in England today
is Testimony to their Excellence

**We Can Save Money for You on Your
Shipping & Packing**

H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO



A Style Study

The inbred confidence of the master craftsmen who compose this organization is reflected in the quality and beauty of their master productions.

Model makers—Pattern makers—Salesmen—men who have spent a lifetime in developing styles and shoes of service, in co-operation with Shoe manufacturers, who have benefitted by the mature experience of these craftsmen.

While our showrooms are an open book to style tendencies, your own style ideas and problems are brought to fruition in the strictest confidence and given that individual attention, which is a key-note of United Last service.

You have problems of styles, patterns, and lasts with which to contend, allow us to assist in your selection.

United Last Company, Limited

Lasts and Upper Patterns

Montreal, Quebec

Toronto Sales and Pattern Shop - 76 Richmond Street East



Make the Most of The Present Demand for "GUTTA PERCHA" Canvas Shoes

Remember the old adage: "Strike while the iron is hot." This is the vacation season, the season of out-door recreation. There is a heavy demand for "Gutta Percha" Canvas Shoes and, no doubt, like others, you are having excellent sales. But do not be too easily satisfied; you can stimulate still more sales—

By Constant Alluring Displays and Advertising

Tie up with the natural demand. By your windows and your local advertising capture every prospective purchaser who is even considering the purchase of canvas shoes. Crystalize that half-formed desire. Make them buy and see that they buy from you.

People Want Them---Let Them Know You Have Them

Every means you take to guide prospects to your store means just so many more sales and profits for you. Intensify your mid-summer sales.

At Your Distributors or Our Nearest Branch

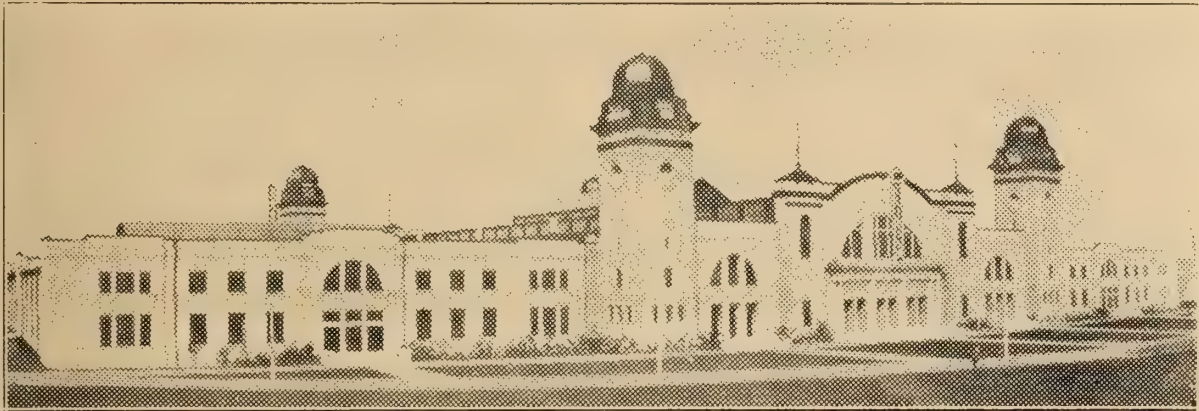
Gutta Percha & Rubber

—LIMITED—

Head Offices and Factories, Toronto

Branches from Coast to Coast

This Magnificent Building will House the Made-in-Canada Exhibits of Shoes and Leathers at Toronto Exhibition



The Coliseum Building is directly north of the eastern entrance to the Exhibition grounds. It will contain many other interesting features and will undoubtedly be one of the most popular attractions at the big Fair

The following advertisers in FOOTWEAR IN CANADA invite shoemen from Canada, East and West to visit their booths in the Made-in-Canada Exhibit:

Beardmore & Co.
Blachford Shoe Mfg. Co.
Columbus Rubber Co. of Montreal
A. R. Clarke & Co.
Edwards & Edwards
Gutta Percha & Rubber Limited
W. B. Hamilton Shoe Co.

Miner Rubber Co.
Murray Shoe Co.
Perth Shoe Co., Limited
Robson Leather Co.
Talbot Shoe Co.
United Shoe Machinery Co. of Canada
Williams Shoe Ltd.
Witchell-Sheill Co. of Canada

Canadian National Exhibition, Toronto
Saturday, Aug. 25 to Sept. 8

Be Sure to Visit

**Booths P. and Q.
Coliseum Building
Canadian National Exhibition**



Witchell & Sheill
TRADE MARK REGISTERED

Footwear made in Canada. Quality at **right** prices.

High-cut Boots for Ladies and Gentlemen. Golf, Tennis, Base Ball, Foot Ball, Gymnasium, Basket Ball, Bowling, Hockey, Running, Jumping, Cricket, Lacrosse, Outing and Sport shoes of every style.

Agencies open for live merchants
Write for catalog.

**WITCHELL - SHEILL COMPANY
OF CANADA LIMITED**

Manufacturers of Boots, Outing and Athletic Footwear

**Windsor - Ontario
Canada**



Make This Your Best Autumn for Sales

Careful buying is half the battle, and if you stick to Murray Shoes, your future sales are assured.

Ninety years of unfailing service to the Canadian shoe trade has built for these lines an enviable reputation for all-round satisfaction and saleability.

Our samples for the coming season are particularly attractive, and will convince you of the desirability of giving them a prominent place in your stock.

We invite you to come and inspect these lines at our exhibit, Booth 15, Coliseum Building, Canadian National Exhibition. You will see our latest models.

“London Lady”

“Derby”

“Murray Made”

The Murray Shoe Co. Ltd.
London, Ont.



W. B. Hamilton Shoe Company Limited
Toronto

“MODEL” SHOES
WILL BE ON DISPLAY
IN THE COLISEUM
AUG.25-SEP.8

We welcome you to Toronto during the Canadian National Exhibition, Aug.25th to Sept.8th. Please make our offices and Sample Room your headquarters and look for our Exhibit in Booth 18 in the Coliseum Building, near Eastern Entrance.

We make goods that are good to look at and good to wear.

See our new “Model Shoe” Samples

W.B. Hamilton Shoe Co. Limited
15-17 Front St. East
Toronto

THE
ARCH PRESERVER
SHOE

At the "Canadian National"

THOUSANDS of men in Canada and the United States have been reading of the Arch Preserver Shoe as advertised in the leading magazines and daily papers.

Thousands more will have an opportunity to see and examine this wonderful shoe at the Canadian National Exhibition.

Many dealers are cashing in on the Arch Preserver as a business getter.

BOOTHS
NO.
M and N

Are you?

Made in Canada by
The Talbot Shoe Co. Limited
under special license from E. T. Wright & Co. Inc.



This Trade-Mark is found on the sole and lining of every genuine Arch Preserver Shoe. There are seven patents embodied in Arch Preserver Shoe construction. These are vested solely with E. T. Wright & Company, Inc., Rockland, Massachusetts, for the making of men's and boys' shoes, and with The Selby Shoe Company, Portsmouth, Ohio, for the making of women's and misses' shoes.



BULLDOG SOLE LEATHER

BULLDOG SOLE LEATHER continues to grip the Canadian Public's attention—more actively and favorably than ever, as the signal advantages it offers to the everyday man, woman and child, become better known.

Manufacturer, retailer, repairer, if you are alert for fast turnover and additional profit, you will find in BULLDOG SOLE LEATHER business building possibilities decidedly worth your while to cultivate.



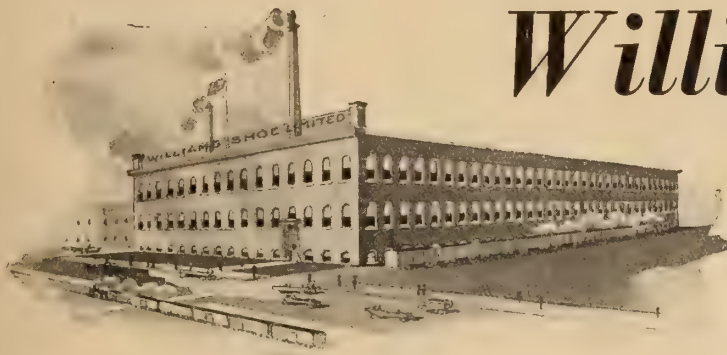
"Twice the wear
in Every Pair"

Advertised from
Coast-to-Coast

Toughest Leather Ever Tanned

TANNED ONLY BY
BEARDMORE & CO.
*Tanners Since
1844*

TORONTO - MONTREAL - QUEBEC - ACTON



Williams Shoe

LIMITED

Manufacturers of
CANADA'S STANDARD STAPLE SHOES
For all the Family

For Your Fall Trade

For the fall and winter seasons, we are showing some particularly attractive models at prices which will make a strong appeal to your sense of values. These are smart in appearance, built on roomy lasts—the kind that feel comfortable from the try-on—and made to the guaranteed Williams standard as to wearing qualities.



**See them at the C. N. E.
BOOTHS No. 21-22
Coliseum Building**



Don't leave the Coliseum without examining these lines. You will find it to your interest and we'll be glad to see you.

WILLIAMS SHOE LIMITED

BRAMPTON ONTARIO

"The Williams Shoe Means Profit for You"

A Display Worth Seeing



WE hope every member of the shoe and leather trade who visits the Coliseum Building will spend a few minutes at booths I and J.

There will be plenty to see and to interest—a complete range of sheepskins for shoes, gloves, saddlery, upholstery, bags and suit cases, book-binding, fancy and novelty goods, skivers, embossed leathers, etc., etc.

A visit will do us both good.

Booths I & J

EDWARDS & EDWARDS LTD.

Quebec & Maritime Provinces—John McEntyre Limited, Montreal, Que.

HEAD OFFICE: 27 Front Street East, TORONTO
TANNERIES: WOODBRIDGE, ONTARIO

Fred Duftons, Western Ontario representative—Kitchener, Ont.

NEW CASTLE KID

HAVANA



BROWN

While the materials which go into the manufacture of Havana Brown Kid are obtainable by all, the process by which we secure the perfect uniformity and color penetration of this leather remains a secret with us.

There is "life" in Havana Brown Kid that sets it apart from all others.

Judge it by its users

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses' and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL



The Famous Samson SKI BOOT

These boots have steadily grown in favor and make a profitable addition to the merchant's winter stock. Place your order early and be ready for the first demand.

Samples and prices on request.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER



**Why Standard
Spats - Gaiters
are
Supreme**



Only Extra Heavy Felt used. Best of workmanship, absolutely guaranteed.

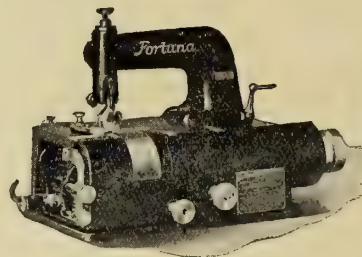
Latest Styles in all shades.

In STANDARD you are assured of a correct fit.

Write or phone for samples and prices.

STANDARD GAITER & SLIPPER CO.
75-79 William St., MONTREAL Phone Main 1357

**Fortuna
Skiving Machine**



**For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper**

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.
147-153 Waverly Place - NEW YORK

**A glance will tell you
all you need to know**

Honest value was never more evident than in the "**Peterboro**" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

**The Best and Most Durable
Shoe Laces Are Made
With Our**

**Power Shoe Lace
Tipping Machines**

**Textile and Special Machinery
Harris-Corliss Steam Engines**

Eastern Representative for
**WORM GEARS AND WORM GEAR
REDUCTION UNITS**

The Franklin Machine Company
Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Footwear

in Canada

Member Audit Bureau of Circulations

57% more paid circulation
67% more retail readers

than any other Canadian
shoe and leather paper
See Audit Bureau of Circulations Report
Subscription records open for inspection

VOLUME XIII

AUGUST, 1923

Number 8

IN THIS ISSUE READ

<i>A Page with the Travelling Men</i>	74	Kenworthy Bros.	75
<i>A Progressive Shoe Repair Shop</i>	62	King Kid Shoe Co.	14
Ackerman & Son, B. F.	28	Landis Machine Co.	78
Aird & Son	15	La Duchesse Shoe Co.	27
<i>Biographies of Canadian Shoe Repairer, with Photographs</i>	53 to 56	Lawrence Leather Co., A. C.	70
Beardmore & Co.	24	<i>Manufacturers and Leather Section</i>	65
Blachford Shoe Mfg. Co.	1	McDowell & Lincoln Ltd.	76
<i>Convention of Shoe Repairers in Brantford</i>	33	McLaren Co. Ltd., J. A.	9
<i>"Canadian National" Shoe Exhibit</i>	69	Miner Rubber Co.	11
<i>Call and Delivery</i>	57	Murray Shoe Co.	21
Can. Consolidated Rubber Co.	13	New Castle Leather Co.	26
Cote, J. A. & M.	14	<i>Organization</i>	39
Clarke & Co., A. R.	80	Panther Rubber Co.	2
Columbus Rubber Co., Ltd.	3	Perth Shoe Co.	4-5
Dale Wax Figure Co.	8	<i>Question and Answer Department</i>	60
<i>Editorial</i>	31	<i>Rubber Vulcanizing</i>	61
Edwards & Edwards	26	Robinson, Geo.	10
Everett & Baron	27	Robson Leather Co.	72
<i>Footwear Findings</i>	63	<i>Symposium of the Shoe Repair Industry in Canada, with Photographs</i>	45 to 52
Franklin Machine Co.	28	<i>Something for the Repair Trade to Think About</i>	58
Fortuna Machine Co.	28	Samson, Enr., J. E.	27
<i>Greater Service to the Public</i>	43	Scholl Mfg. Co.	6-7
Gamba, A. L.	16	Scott & Co., John	8
Globe Shoe Co.	79	Standard Gaiter & Slipper Co.	28
Gutta Percha & Rubber Ltd.	18	<i>The Convention Banquet</i>	41
<i>How Should the Repair Man Advertise</i>	36	Talbot Shoe Co.	23
Halford Pub. Co.	27	United Last Co.	17
Hamilton Shoe Co., W. B.	22	United Shoe Machinery Co.	77
Hannahsons Shoe Co.	30	U.S. Hotel	16
Hinde & Dauche Paper Box Co.	16	Victor Shoe Machinery Co.	78
Humberstone Shoe Co.	16	Williams Shoe Co.	25
H. W. Steel Shank & Specialty Co.	76	Wilson Process, Inc.	68
		Witchell-Sheill Co.	20

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO

It's not so much where we stand but in which direction we are moving



No. F889 \$3.85

F889 Black Satin Cross Strap, Suede Trimmed, Side Cut Outs, Genuine Turn, 15½/8 Full Louis Heel, Pearl Buttons, A to D, code "Mabel"\$3.85



No. F864 \$3.25

F864 Black Satin with Suede Two Button One Strap, Side Cut Outs, Imitation turn, 14/8 Jr. Louis heel, widths B to D, code "Pep"\$3.25



No. F867 \$3.25

F867 Black Satin One Strap with Fore Strap, Cut Out, Suede Trimmed, Imitation Turn, 14/8 Spanish heel, B to D, code "Thetis"\$3.25



Style All The While

Style is the life of your trade in Women's shoes.

HANNAHSONS footwear novelties correctly reflect Fashion's latest decree.

And this style assurance is yours without cost.

HANNAHSONS fashionable novelties are in stock—ready to ship—either sizes, dozens or cases.

Order today and be convinced that HANNAHSONS styles will boost your sales and profits.

HANNAHSONS SHOE CO.

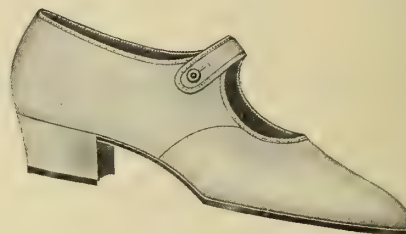
Haverhill, Mass.
U.S.A.

Manufacturers



No. F885 \$3.60

F885 Black Satin One Strap, Soutache Braid Trimmed, Pearl Button, Genuine Turn, 15½/8 Full Louis Heel, A to D, code "Elaine"\$3.60



No. F210 \$3.50

F210 Levor's White Washable Kid One Strap, imitation turn, leather lined, covered 9/8 heel, B to D, code "Trixie" \$3.50

No. F560 \$1.60

F560 White Canvas One Strap, imitation Turn, 9/8 Military heel, B to D, code "Dandy"\$1.60

F658 Same as above except Genuine turn, B to D, code "Clyde"\$2.00



No. F790 \$2.15

F790 Black Satin One Strap, Orchid lined, 14/8 Jr. Louis heel, widths B to D, code "Adra"\$2.15
F791 As above except with 12/8 Cuban heel, code "Amy"\$2.15

Canadian Representatives:

A. E. JONES, 153 Peel Street,
Room 102, Montreal, P.Q.

V. A. PEARSALL, 11 Fern
Avenue, Toronto, Ont.

Wm. McLEAN, 4312 Pine Street,
Vancouver, B. C.

Send for your copy of
HANNAHSONS NEWS
just issued. It will inter-
est you.



With the Editor



An Issue Devoted to the Shoe Repairing Industry of Canada

The present issue of "Footwear in Canada" is a special number devoted to the interests of the Canadian shoe repairing industry. A feature of the issue is a report of the convention of the Ontario Federation of Shoemakers and Repairers, held last month at Brantford. This convention was an unqualified success, and the proceedings will be of the greatest interest to shoe repair men throughout Canada, as well as to other branches of the shoe trade. We met not one of the attending delegates who was not ready to declare that it was time well and profitably spent and that the affair was organized and carried through in a manner very creditable to those responsible for it. President Pettit and Secretary Stevens have won the highest appreciation, and to them and the Brantford members as a whole, who, being on the spot, had of course to shoulder the big end of the burden of preparing for the convention, the thanks of the visitors were warmly extended.

The Ontario Federation of Shoemakers and Repairers has proved itself to be a live organization, with the vitality necessary to ensure its continued growth and progress. Two years ago, the first convention was held in Toronto, and for an initial effort it was a very creditable affair. In Hamilton, last year, the second gathering took place, and there was shown the evidence of growth and the improvements which the lessons of experience made possible. Then the recent event in Brantford was the biggest and best yet. And so we have an omen of the future progress of the organization, each year a step forward and upward, greater weight, greater solidity, wider influence and larger membership.

And this progress is made possible because the Federation has started to work on the proper basis. It is building from the bottom up. The foundation is laid sure and strong in the local organizations, and upon this is being erected the superstructure, a provincial body. We have no doubt but that, as the work continues, there will finally be developed the completed edifice, a national organization, tying together the various provinces.

"Footwear" extends its congratulations to those who have been responsible for the upbuilding of the Federation. Its success affords us all the more satis-

faction that the men who originally initiated the plans for its formation came together at their first meeting on the written invitation of "Footwear in Canada." We are proud to have had something to do with the conception of this healthy young organization.

This Repairer Will Attend the Conventions Every Year

"I never knew what I was missing," said a shoe repairer who attended the recent convention of the Ontario Federation of Shoemakers and Repairers, to "Footwear in Canada." "This is the first convention I have attended—I had thought it would not be worth my while to spend a couple of days at either of the previous gatherings—but I can tell you I'm never going to miss another, if I can help it. In the first place, I have got ideas that will be worth money to me in my business—just one little advertising stunt that came up was worth more than what time and money I've spent coming to the convention. And, secondly, I've got a new viewpoint—already I'm beginning to look at this business of ours in a different light, and when I go back home I'm going to try and get them together and form a local association. I wish you'd say something in the pages of 'Footwear' and say it just as strongly as you can, regarding the value of these local organizations and what they will accomplish for the repair industry."

This shoe repairer comes from a thriving centre in Western Ontario where the local trade hasn't yet organized. but he's carrying back with him faith in the co-operative idea and a genuine enthusiasm and determination to lay the foundation of the movement in his own district. If any word we can say will be of assistance to him we say it with all our hearts, but we think no stronger argument in favor of organization work could be offered than his own words which we have just quoted. He came to the convention a doubter, not expecting to get his money's worth. He has gone back to his work absolutely convinced that the progress of the repairing industry lies in organization, and we believe he'll convince his fellow repair men in his own district, also. The example set by the trade in Niagara Falls, where all the repairers have recently got together, should prove an inspiration.

Your Customer Welcomes Suggestions

Initiative on the part of the salesman not only means a bigger tally card at the end of the day; it means more satisfied customers. Remember that your customer wants to be kept in touch with the latest things in footwear. If there's anything new, she wants to know about it, whether or not she may be prepared to buy it, and she'll consider it a favor if you'll keep her in touch with the trend of events. Hasn't it occurred to you, also, that around holiday time she'd like to be reminded of the little things in the way of shoe findings that she ought to take with her and will very easily forget?

The common or garden variety of clerk says to himself, "Now, what can I sell this woman easiest?" A real salesman says to himself, "How can I be helpful to Mrs. Brown? What suggestion can I make that will be of assistance to her?"

Things the Mail Order House Knows

The success of the mail order house in any district is, generally speaking, in proportion to the incompetence of the local retail concerns. The mail order establishments themselves bear witness to this fact, and, following the tactics of military science, where local competition is weak there they concentrate their forces in an effort to break right through the line and win over the public of the community to the practice of buying by catalogue.

A Letter to the Retail Shoe Trade from the Shoe Show Committee

To The Retail Shoe Trade:

The Second Annual Display of Canadian-Made Footwear and Allied Products will be held on the second floor of the Coliseum Building, just inside the Eastern Entrance to the Exhibition Grounds, during the two weeks, August 25—Sept. 8. The display will comprise 52 booths and the exhibitors include many of the principal shoe manufacturing firms in the Dominion.

We take it as a matter of course that all shoe men who possibly can attend will do so. This exhibition affords an unusual opportunity for the trade to compare the lines of the different Canadian manufacturers and also to meet representatives of the exhibiting firms. Many of the principals of these firms will be in attendance.

It is important also that the public be interested in the display to the greatest possible extent. Anything which encourages the public to think and talk about shoes means more business for the retail trade. We ask that retailers let their customers know about the Shoe Show and invite them to attend. This is your display as much as it is a display by the manufacturers—an exhibition of the lines which you handle,

designed to help the retailers by interesting the public.

This year's Shoe Show will be more than worth while—it will be something that you cannot afford to miss. It will be an education of the public as to the range and high quality of Canadian-Made Footwear. It will be the biggest and best collection of Canadian-Made Shoes ever assembled under a single roof.

We ask that every retailer get behind the effort and help to make it the thorough success which we believe it deserves to be. The success of the Shoe Show means Better Business for the Shoe Trade.

On Behalf of the Shoe Show Committee

S. ROY WEAVER.

Isn't it True of Most of Us

Ever since Adam and Eve partook of the forbidden fruit, there has been an ineradicable streak of conceit in human nature. Even in the most modest of us, a little psycho-analytic experiment will discover it. It serves a useful purpose undoubtedly, or it would not be there, and the old Scotchman who prayed the Lord to "give us a guid conceit o' ourselves" evinced not a little of the shrewdness for which his countrymen are noted.

But, like every other attribute of our make-up, this element of conceit can be abused. So often it develops into self-complacency. And to be complacent is to stagnate. When a man reaches the state of complacency, he becomes a dead-weight in a business institution, a parasite in politics, a menace in a church, a piece of useless lumber in the community over which others may stumble.

And the tendency is there in most of us. Aren't we inclined, when things are going well with us and business is hitting on all four, to take all the credit to ourselves, and pat ourselves on the back and think what clever fellows we are? But, when we're "down on our luck" and the business carburetor isn't sparking, don't we blame it on the weather, on "general conditions," or the Near-Eastern situation, or prohibition, or the government—on anything and everything but our own inefficiency and lack of foresight.

And when we have done a thing well, don't we smile within ourselves and fondly imagine it couldn't have been done better. Don't we waste a lot of valuable time in congratulating ourselves that should have been used in getting on with the business?

Isn't it true of most of us that conceit at times makes children of us and prevents us from looking the facts of business squarely in the face, correcting our mistakes and improving our successes?



A group photograph of the delegates in attendance at the convention of the Ontario Federation of Shoemakers and Repairers—taken on Public Library steps, Brantford

Complete Report of Proceedings Ontario Repair Men in Convention at Brantford

Third Annual Gathering a Splendid Success—Registrations Numbered a Hundred—Questions of Advertising, Business Records, Service to the Public and the Fuller Organization of the Industry Dealt With in Detail—Many Very Valuable Ideas Brought Out in Discussions

The Third Annual Convention of the Ontario Federation of Shoemakers and Repairers opened on the morning of Wednesday, July 25, under the presidency of Mr. W. S. Pettit.

Mr. Pettit, in opening the proceedings, bade a brief, but hearty, welcome to the assembled delegates and invited full and free discussion of all matters pertaining to the welfare of the shoe repairing industry of Canada. Suggestions or constructive criticisms regarding the work of the organization would, he said, be very welcome, but he hoped there would be no effort to rush through any snap decisions upon important subjects or to "railroad" new legislation without due consideration. He further asked that every man, while expressing his own opinion, should also respect the other fellow's opinion, so that all the business of the convention might be characterized by harmony and goodwill.

Welcomed by the Mayor

The delegates were then honored with an address of welcome by Mayor Billo, who tendered them the freedom of the city and wished them a most enjoyable and profitable time during their stay in Brantford.

Mr. F. H. Revell, of Hamilton, replied to the Mayor's remarks in very apt and fitting terms. He declared that the beauty of the city of Brantford and

its surroundings had already won the admiration of the visitors and that its historic associations likewise proved a great attraction to them. The fact that it had been named after one of the most famous Indian chiefs, that it was the birthplace of the telephone, and that the oldest protestant church in Ontario was located close to its limits gave it a peculiar interest for all of them.

The minutes of the last annual meeting were then read by the secretary, Mr. Walter Stevens, following which the minutes of a meeting of the officers and councillors of the Federation were also presented. On motion of Mr. P. Smith of Brantford, seconded by Mr. S. Burnett, Toronto, the minutes were adopted as read.

The president then named Resolutions and Nominations committees, composed as follows:

Resolutions Committee: A Butterworth (Toronto); F. H. Revell (Hamilton), Walter Legg (St. Catharines), T. Smith (Brantford), A. C. Anderson (Windsor).

Nominations Committee: S. Burnett (Toronto), Thos Grayson (Hamilton), Wm. Ingles (St. Catharines), W. H. Thorne (London), F. Sheppard (Brantford).

The secretary's report regarding the year's activities was then presented by Mr. Stevens.

Secretary's Report of the Year's Activities

Indications of Hard Work by the Members of the Executive—A Balance on the Right Side

It is with great pleasure I take this opportunity to give you a little report on the happenings of our Federation which have taken place since last convention. We have encountered a great many little episodes both for the Federation and against. I will not enlarge on them at the present time as some would no doubt cause hard feelings. We do not wish to promote antagonism. Co-operation is the secret of success, and it is along such lines that we propose to build up a great organization. You must all remember that it takes a great deal of pushing and boosting to continue the up-grade ride which we all aim to conquer. A few knocks will make us slip back many cogs and believe me once we start slipping, it's look out below. There are always the ones who are



They seem to be taking life quite seriously, don't they? Judging by the expressions on the faces of Messrs. Grayson, Symington and Johnson, you would gather that a convention isn't entirely a playful affair—which it isn't

only too glad to push back. Do not come to conclusions until you have complete knowledge of the affair in mind. Probably when you hear the other side, you will decide that it was all done for the best. Good intentions are sometimes misjudged. I am quite sure the sponsors of any part of our Federation have done everything in their power to bring our organization up to a high standard, of ideals, etc., and I ask you here and now if anything did not just come up to your ideals, please do not hold anything against a brother craftsman. Let us have unanimous mutual-ity and work together as one. During the course of this convention you will have a chance to voice your likes and dislikes and they will be dealt with accordingly.

Sources of Revenue

Shortly after last convention, we got in touch

with several jobbers and manufacturers and asked for their mailing lists. From these we were able to compile a list of 1900 names and addresses. After sending out the letters we have only had about one hundred dead letters returned, leaving a complete list of 1800 good names. That is, I think, the most complete mailing list of Ontario shoe retailers ever compiled. As you all know, the circular letter was asking for the small sum of \$1.00 for a membership in the federation to July 1923. This has been a good revenue producer and I trust that next year it will be taken up more thoroughly until such time as that we can set a larger amount, so that we can make some great changes, as the financing is one of the most essential points of a great federation. We have had most excellent results from the advertising in our program and must thank the manufacturers and jobbers who, so unhesitatingly, have given us their hearty support and have taken the advertising space which has enabled us to carry on this great movement. We have printed a complete twenty-four page program book and mailed one under separate cover to each and every shoe repair man in the province of Ontario. So that now no man can say that he never knew there was such a thing as a movement to promote our trade to the highest degree of efficiency. We depend a great deal on this year's activities, as well as the two previous years, for the future of our Federation, and if we will all take a part and push and boost I am positive the time and work of the last three years will not be in vain.

Councillors on the Job

At the Councillors meeting held in the S. O. E. hall at Hamilton, on April 25th, a most profitable time was spent by all present, for the benefit of the federation at large. To show you what a great interest is being taken in this movement I might state that all except one of the councillors was present. A good showing I am sure! A number of interesting items were taken up which I hope will be beneficial to all the Craft. This big convention is the outcome of many brain waves, which, when added together and sifted down, form a program for our assembly. These several councillors travelled from near and afar, at their own expense, to help promote the ideals of us all.

This is one point I would like to have brought up during the convention. I think that these men who so heartily give their time and money, should be allowed a certain remuneration, to be taken from the funds of the federation, an allowance of so much to be decided by this gathering of master minds. Don't smile, gentlemen! In our ranks we have some very high-powered, full-of-pep boys, who, in the future will, I trust, come forward of their own free will and accord, to give heartily of the best they have.

Death of an Honored Member

During the course of the last year we have suffered a great loss in the sad demise of our noble brother, Mr. Walter Burnill, of Toronto, who, as most



Officers and councillors of the Ontario Federation of Shoemakers and Repairers elected for the year 1923-24. Front row (seated): W. S. Pettit, immediate past president, Walter Legg, (St. Catharines), president, Wm. Inglis, (St. Catharines), secretary-treasurer, E. L. Phillips, (Beaverton), F. T. Pople, (St. Catharines). Second row: F. Wilman, (Hamilton), Stanley Blowers, (Hamilton), T. Smith, (Brantford), Walter Stevens, (Brantford), vice-president, J. Russo, (London). Back row: S. Burnett, (Toronto), J. Williams, (St. Catharines), D. Ingham, (Niagara Falls), S. Rogers, (London), A. Johnson, (Brantford). One councillor, J. Weir, of Toronto is not shown in the picture

of you will remember, sojourned to England in search of a new lease on life, hoping the change of climate would recuperate his failing health but, sad to say, was called away before the recuperating breezes of that lovely land had a fair chance to fill his veins with new vigor and vitality.

I am sure our federation has missed our good friend Walter and will continue to hold in loving memory, one who has so ably done his share toward the building of this, as well as other associations with which he was connected.

'Twas a sad task for me, I assure you, to write a letter to his bereaved family sending the condolences of our Federation.

Another task, as deeply sad, was the letter of condolence sent on behalf of our Federation to our good friend Mr. P. B. Wallace and Al, on the sad death of their beloved wife and mother.

No doubt there has been others among us who have suffered loss by the grim reaper of which I had not been notified. If by chance, the fates that be have visited your home, I ask you to accept our condolences at this time and believe me, it is with deep regret to have to express our sympathies in this manner.

I think that a motion should be put to this meeting by which the secretary should be notified of the demise of any of our members, or their families, so that a fitting message could be conveyed to them in their sad bereavement.

At the last convention of the Allied Shoe Trades held in Montreal last January, a telegram of greetings and congratulations was sent to them from our Federation. It was received and fittingly read by our

friend Mr. Roy Weaver, secretary of that great assembly, who sent a reply message to that effect. It is such matters as these, gentlemen, that will help raise our prestige to a high standard and impress on the people of this province, that there is something more than a mere name to The Ontario Federation of Shoemakers and Repairers. It pays to advertise and I am sure we can show the goods, when called upon.

All the initiative of this Federation will be handed down to posterity and won't it be a great jewel in our crowns to have our successors in the years to come, say among themselves what a great bunch they were in the olden days.

'Tis a positive fact, my good friends, that we all must keep on pushing, if we would set an example for the boys that are to come.

Work of the Past Year

As regards the work that has been accomplished this year, a few itemized details may at this moment, be of extreme interest to you.

After compiling the mailing list 1900 circulars were mailed, as I have already informed you about one hundred were returned. Around one hundred dollars was sent back, not a very great showing, but considering the very strenuous months through which we are now just passing, I might say that it could have been worse and take this opportunity of thanking those who so readily came forward with their little greenback, to help put over this great convention. The cost of stationery, mailing, clerical work, etc., was around sixty dollars leaving a profit of forty dollars. Personally, I expected to receive around five hundred dollars on the proposition. However, we are ahead of the game anyway. Possibly the de-

pressed condition of affairs had a great deal to do with it, as I am sure there are all of five hundred enthusiastic shoe repairers in this province who, if it were in their power to give, would do so unhesitatingly. Let us look forward to better results next year.

The collecting of advertising for the program was a very arduous task, entailing a trip to Toronto, Hamilton and London, besides the writing of some three hundred letters, but the results, as you will see, were very encouraging and have made it possible to carry on this convention for the small sum of one dollar per man. We were met very kindly by the majority of prospects and received the utmost of civility.

We must here express our many thanks to the boys of the Brantford and Brant County Association for their usual kind assistance in helping to fold circulars and stamp envelopes, also the mailing of the programs. These boys have worked hard and are deserving of your praise.

With economy in view we have purchased a street banner at a cost of \$30.00. This banner has been lettered so that it can be passed along from year to year saving any further expense to Federation, regarding this matter for years to come.

The hall in which we are now meeting has been given to us gratis by The Chamber of Commerce. I think at least a vote of thanks should be sent to that worthy body for the use of the same.

Grant by the City

The Civic Fathers of Brantford have put their hearts in the right place and given us a grant of \$150.00 toward the convention expenses. This matter is also deserving of a hearty vote of thanks.

Many thanks must be extended to The Trade Journals for their never ceasing enthusiasm in all affairs pertaining to the shoe repair men. Their kindnesses are very much appreciated.

We want every one to take a hearty part in all discussions, so that this convention may go down in history as one of the most beneficial to all concerned.

As to the financial standing of the Federation, figuring it as closely as I can at the moment, the balance in the bank, after all expenses have been paid will be over \$300.00.

On motion of Mr. H. Henderson, seconded by Mr. T. Grayson, the secretary's report was adopted and referred to the resolutions committee.

How Should the Repair Man Advertise?

The next item on the programme was an address on "Advertising Ideas Suitable to the Repair Trade," by Mr. Stanley Blowers, of Hamilton, in which many very helpful and practical suggestions were made.

"The first question," said Mr. Blowers, "is this: Is it necessary for the repair men to advertise?"

"The answer is, 'Yes.'"

"The next question I would ask is: How much can he afford to spend on advertising?"

"The margin in our line of business is very small. Therefore we have got to get the greatest results with the smallest possible expenditure. One of the first

you do. There are about four different mediums through which you can reach the public and get your message to them. There is the newspaper, the shop window, the street railway and the direct-by-mail route.

"Splashes" Waste Money

The newspaper is generally very expensive, if a man is going into it in a sufficiently extensive way to attract attention. Advertising inconsistently is no use at all. If you spend \$20 on a splash, and then haven't the cash or the courage to follow it up and stick to it, you've simply wasted your money. My feeling, therefore, is that the newspaper is quite outside the reach of the ordinary repair man.

"Blotters are another medium quite frequently used, but they seem to me to be an ineffective medium, as they generally get into the hands of children, and finally into the waste basket.

"Then there are calendars. We use them ourselves to a certain extent—though they have certain disadvantages. You will find that all over the place every little shopkeeper gets out a calendar of some sort, and the average housewife soon gets a collection of a half dozen or more and she simply picks out one or two of the best and throws the others away. If yours happens to be the one she picks, alright. But if not, your money is largely wasted.

Direct-by-Mail Method Has Advantages

"Direct-by-mail advertising has been one of the most successful methods I have tried. A certain wholesale house used to offer to co-operate with the repair man, giving him a selection of letters ready to send out, of which he could take his choice, and it was only necessary for him to have his own name inserted. That was very helpful, I believe, but, like the newspaper, the direct-by-mail has got to be carried on as a continuous campaign, if you are to get real value out of it. One splash is a waste of money.

"At the present time we are just using our shop fronts and our window displays. Striking, attractive



Mr. J. L. Weir, president of the Toronto Repairers' Assn. and a councillor of the Federation

things to do is to get out and take a look at the shop front. Is it clean? Is it neat? Is it attractive? People will judge you by your window. How does it look?

"The next essential is to let the public know what

window cards are the chief medium by which we endeavor to get our message across to the public. I have brought some samples along with me.

The Window Caps Them All

"On one occasion we found we were loaded up with white shoe cleaner, we filled the window with it and got out two cards. One read, 'We Treat You White,' and the other 'Lots for Sale,' printed in large letters, which could be seen across the street, and



We have in the centre "Billy" Beal, (Toronto) and on the right F. Wilman, (Hamilton). The hat successfully conceals the identity of the third individual from the editor's eye. Perhaps he will recognize it himself

underneath in small printing which could only be read at close range, 'at 15 cents each or two for 25 cents.'

Then another we tried had a big sign, 'House to Let.' But above and below it in very small lettering was additional wording which rather changed the significance of the card when the passerby came to examine it closely. Here was the complete message: 'Wanted everybody in your HOUSE TO LET us repair your shoes.'

Window Cards Are Trumps

"That was about the most effective card we have used. Seven people came to ask about the house to let, and a great many more stopped to read the sign. Our judgment is that this form of advertising—striking, original window cards—is the most suitable for the repair trade. It only costs us 25 cents a week to have the cards lettered, which amounts to \$13.00 in the year. Then there is no wastage. The people our windows appeal to are nearly all possible customers, whereas if we use the newspaper we reach people all over the city, the great majority of whom are out of reach of our shops. We must confine our advertising to our own district, for the average individual will go to the shop that is most convenient to him.

"In closing I would like to suggest that there be some kind of exchange of these cards. Each of these cards comes out of my window at the end of a week, for by that time everybody has seen it, and it has lost its value to me, but it might very well be used in some other locality, and similarly I could probably

use to good advantage the cards of some repairer in another town or city. It's a question of getting new and original ideas that will interest the public, and a whole lot of brains are better than one.

"I might say in closing that I have been trying to figure out how advertising might be made an effective means of securing early closing. It strikes me that if we were to get together on a joint advertising campaign in our various cities using newspaper space to announce shops shut at one o'clock on Wednesday and if names of all members of the association were listed as subscribing to that arrangement, it would create the impression that all repairers were closing their shops, and the public would not look for repair service on Wednesday afternoon.

Mr. Blowers' talk was most appreciatively received and it aroused considerable discussion on the question of advertising.

The Satisfied Customer Your Best Advertisement

Mr. T. Grayson had some interesting remarks to make. "People generally think of the newspaper when they think of advertising," he said, "but did it ever occur to you that a satisfied customer is about the best medium of advertising? And did it ever occur to you that the regular customer likes to feel that his custom is appreciated. I have here a little dodger which has proved very effective in my own business and which may appeal to some of you who are here. It reads:

"Our constant aim is to please our customers. We thank you for your patronage and trust for a continuance of same, and if our work and service is satisfactory, your recommendation to your friends will be greatly esteemed and appreciated by, Yours, The Rapid Shoe Repairing Co., 107 James Street, North."

"This little dodger is slipped in every parcel that goes out of the shop, so that it must come to the customer's attention when the shoes are opened up. I have found it an excellent method of advertising."

Mr. F. H. Revell declared that the man who neglected to advertise belonged to the dark ages. "I also believe," he said, "that the various environments in which we are placed must determine the means we

OUR CONSTANT AIM IS TO PLEASE OUR CUSTOMERS

We thank you for your patronage and trust for a continuance of same and if our work and service is Satisfactory, your recommendation to your friends will be greatly esteemed and appreciated by

Yours

The RAPID SHOE REPAIRING CO.

Thos. Grayson, Prop.

107 James Street North

Dodger used to Enclose with every parcel handed out to a customer

use to advertise. I am convinced that people today are not looking for cheap, sloppy work, and that is the reverse of good advertising. It is the worst possible form of it. A good job, well-finished, is the right kind of advertising. So is the clean shop. We

have not got to go very far back to find when the ordinary repair shop was one of the dirtiest places of business possible to find. And that hurt trade and kept away the kind of customers we want to attract. So I say, 'cleanliness inside and out.' Courtesy is another means of building business. You can't be too courteous. Take your customers into your confidence and let them know that you want to please them.

A Striking Contrast

Some time ago on a trip out West, I had an experience which illustrates what I have been saying. I was in Calgary, and when there I went to visit one or two of my fellow-repairers. The first man I called on I told him who I was and asked him 'How's business?'

"Oh! Rotten!" was the answer. The shop was untidy and the proprietor was gruff and gloomy. He was asking \$2.00 for half soles and heels, and evidently finding it hard to get it.

"A little later I was in the Hudson Bay Store, where I was acquainted with the manager of the shoe department, and I saw some of their repair work coming through which was done in a thoroughly workmanlike way and well finished. I asked the manager who did it for him and he told me it was a Jap. I got the address of this Jap and went to see him. When I called at the shop, before I had time to address him, he said, 'Why, how do you do, Mr. Revell? Delighted to see you. Come right in and see the shop.' I was quite taken back, never having seen the man before. 'How do you come to know me,' I asked. 'Oh! I've seen your picture in the trade journals,' he answered. Now while this man was a foreigner, so-called, I found him extremely courteous, hospitable, businesslike, and he had a splendid shop.



Note the military bearing. Having absorbed the convention spirit, Messrs. Williams, (St. Catharines), Stevenson, (Toronto), and Pople, (St. Catharines), are quite ready to meet all the exigencies of business during the coming year

He had four men in his employ, operating on a team-work basis, and was turning out splendid work. Incidentally, he was getting \$2.75 for half-soles and heels."

A Suggestion for Co-operative Publicity

Mr. S. Burnett said that the Toronto Association had discussed various forms of advertising and were of the opinion that newspaper advertising was prac-

tically prohibitive at present prices. Also it appealed to too wide a district, and there was a big wastage for the repair man. The Association had, however, got estimates for a large quantity of booklets for distribution to the trade, which had been prepared by a competent writer with the object of acquainting the public with the advantages of having their shoes repaired. They had issued a circular letter to the different other associations regarding this booklet, with the idea that it could be advantageously used by all



Here's another cheerful trio, caught by the "Footwear" camera outside the Kerby House. On the left is J. Cook, of Drumbo. The other two are, respectively, S. Rogers and T. D. Joysey, both of Brantford

and the expense would be proportionately less. Nothing had developed as yet, but if any were interested, the Toronto Association would be glad to hear from them.

Mr. Chester F Craigie, an advertising expert who happened to be present during the session, was asked to contribute some remarks to the discussion.

"Regardless of the business you are in," said Mr. Craigie, "you are not going to realize your greatest success, unless you go into a programme of constructive advertising. To do it in a broad and comprehensive way is more than any single repairman could undertake, and I believe you would achieve greater success working in local groups. The medium you use depends on local conditions, and the first thing to do is to consider what medium is best suited to your local needs. You will find in cities and larger towns men whose business is advertising, and whose counsel is free for the asking.

Reach the Parent Through the Child

"I might suggest that one of the best ways of advertising is to secure the interest of the child. If you can effectively reach the child, then, depend upon it, you will get the attention of the family. I heard of a new novelty recently which might perhaps be used to advantage in advertising the repair business. It is in the way of a cover for school books, reversible, which carries an advertising message on the front and back covers."

Mr. Revell made a motion of thanks to Mr. Craigie for contributing to the discussion. He pointed out, incidentally, that one of the worst forms of advertising was to knock the manufacturer of the shoe. "If you can't repair a shoe properly," he said, "tell the customer so—but don't run down the maker. It's bad business."

Mr. Clayton E. Hurlbut, of the Hurlbut Co., Preston, was then called upon to present a paper on "The

Possibilities of the Service the Repair Man can Render the Public," which is printed in this issue.

Service to the Public

There was also some discussion regarding the repairing of Hurlbut shoes and the policy of the manufacturers in this regard. Mr. Hurlbut pointed out that while they did rebuild shoes at the factory, it was only because there had been difficulty at the outset in having repairers render this service and that the total number of shoes sent in for repairs was only a fraction of one per cent of the shoes produced.

Mr. Stevens moved and Mr. Henderson seconded a vote of thanks to Mr. Hurlbut for his paper.

St. Catharines Convention City in 1924

The next matter to come up was the choice of the location of the convention city for 1924. Mr. Wm. Inglis extended an invitation on behalf of St. Catharines, and it was moved by Mr. Revell, seconded by Mr. Smith, of Brantford, that the invitation be accepted and that the convention be held at the same time of the month, namely, the last Wednesday and Thursday in July.

The New Officers

The report of the Nominations Committee was

then presented, recommending the following slate of officers for the coming year: Immediate past-president, W. S. Pettit (Brantford); President, Walter Legg (St. Catharines); Vice-president, Walter Stevens (Brantford); Secretary-treasurer, Wm. Inglis (St. Catharines); Councillors, F. T. Pople (St. Catharines), Jas. Williams (St. Catharines), S. Blowers (Hamilton), F. Wilman (Hamilton), S. Rogers (London), J. Russo (London), J. L. Weir (Toronto), S. Burnett (Toronto), T. Smith (Brantford), A. Johnson (Brantford), E. L. Phillips (Beaverton), D. Ingham (Niagara Falls).

On motion of Mr. A. W. Charlesworth, seconded by Mr. W. H. Thorne, the report of the Nominations Committee was accepted as read.

The business of the session was then brought to a close, and the delegates set out for the public library, where a group photograph was taken.

After that there was a telephone demonstration put on by local management of the Bell Telephone Co., including moving pictures explaining the phone system in detail.

In the evening came the grand banquet, which was a real affair.

How to Get the Best out of Your Organization

The first item on the programme on Thursday morning was an address on "Organization," by Mr. E. W. A. O'Dell, of Hamilton, organizer of the Boot & Shoe Workers' Union.

"There should be no argument as to the value of organization," said Mr. O'Dell. "There is scarcely any walk in life, whether profession, business or trade, in which we do not find it. It is almost unnecessary to consider the 'Why' of organization—it is rather the 'how' that concerns us. And my idea is that the success of any association or organization depends largely on the rank and file. There are some men who feel that when they have paid their dues and attended the annual convention, they have completed their duty. But they have fallen far short. Any organization operating on such a basis as that will never be a success.

Every Individual Must Play His Part

"Your association is very much like a joint stock company in which we all are shareholders, and dividends will be returned in proportion to the effort that we put into the running of the business. Suppose you should start a shoe plant, you can't leave it to itself and expect that it is going to run along efficiently. And so with your organization. You've got to put the effort into it before you can make it go. You and I and every individual member must feel when we join an association that we become an active part of it and take some responsibility for its success upon our own shoulders. The officers have a right to expect our co-operation, and I can tell you there is nothing more heart-breaking than for the president and his executive to come to a meeting and find only a corporal's guard.

"But not only should you attend the meetings, but you should be a missionary on behalf of your organization. You should talk to the fellow you want to interest and try and bring him in and give him bigger and broader ideas of his work.

"When you disagree with your officers, don't knock,

don't complain and try to create a spirit of unrest among the other members. Go to the officers themselves and tell them your viewpoint. Show them where you think they are wrong, and if you can put



This is a well-known face in the shoe repair industry of Canada. S. Burnett was the first president of the Ontario Federation and is also a past-president of the Toronto local association.

up a good case, you can be sure that they will pay attention to you.

"And if you will work along this line, your organization is going to grow. Your locals will gain in strength, and then you will find that you will expand provincially, and build up a powerful provincial body here in Ontario. I am convinced, too, that when that times comes you will not be content to confine your activities to the limits of this province but will extend

them beyond its borders and establish a national organization.

The Weight of Group Organization

"Some may ask, why the necessity of these provincial and national bodies,—if we get together locally is that not good enough. Well, suppose one man complains to a wholesale concern about some feature of their business methods which he considers unfair. He'll get a courteous reply, probably, and a promise that the matter will be looked into, and that's all he'll ever hear about it. But suppose a body of men visit



We don't need to introduce Arthur Butterworth. He is always on the job when there is any association work going forward

that wholesale house and say, 'We represent the repairers of the city of Brantford—we want you to consider such and such a change in service.' Then it is likely that the matter actually will receive some consideration. But if you can go and say, 'We represent the great body of shoe repairers throughout Ontario,' that's the time you're going to get real attention. The wholesaler will sit up and take notice.

"Of course the locals must have autonomy. They must have the authority to deal with the particular conditions that affect them locally. But out of their activities will come the experience whereby you will be able to make rules that will apply to the whole province. Some are impatient and want to see big things develop over-night and this problem and that swept aside at a stroke. But I have always felt that these mushroom growths in organization are not sound. You have got to lay the foundation sure and strong before you can build the house. You have a struggle in front of you, one that will take courage and determination, but if you have team work, if you will work together you are going to let a whole lot of sunshine into the business at which you make your living and its cloudy problems will gradually fade away."

Book-Keeping for the Repairer

Following Mr. O'Dell's address, a very instructive paper was presented by Mr. A. C. Anderson, describing a simple system of bookkeeping. This will appear in our next issue with full explanations.

Mr. F. H. Revell made a motion that the execu-

tive should be instructed to investigate the matter of costs in the repair business more fully. Carried.

Report of Resolutions Committee

Mr. Revell was then called upon to read the report of the Resolutions Committee, which brought forward resolutions tendering votes of thanks to the following:

To the Mayor and Corporation of the city of Brantford for their grant of \$150.00 to the Federation funds.

To the Chamber of Commerce for the use of their room during the convention.

To the trade journals for their assistance always so cheerfully rendered, and for the publicity given to association affairs.

To the Brantford Association for the magnificent manner in which they had organized the convention of 1923.

The report also proposed that an honorarium of \$25 should be granted Mr. Walter Stevens in recognition of his efficient and enthusiastic discharge of his secretarial duties.

The report of the resolutions Committee was unanimously accepted as read.

A further resolution was proposed by Mr. Revell: That the executive appoint a sub-committee to go into the question of advertising and report back to the executive, by whom action should be taken. Carried.

Exhibit by Wholesalers Suggested

Mr. Wm. Beal suggested that the wholesale firms be invited to make an exhibit of their products at future conventions, pointing out that it might be a means of attracting a greater number of repairers from outside points. On motion of Mr. Butterworth,



Charlie Robinson has the distinction of being the father of the Toronto Shoe Repairers' Association. He set the ball rolling at the outset and he has been pushing it ever since

seconded by Mr. Stevens, it was decided to refer this suggestion to the incoming executive.

By-laws and Constitution

The report of the Committee on By-laws and Constitution was then called for and was presented by

Mr. Burnett. The report, with certain minor emendations which were decided upon by the convention, reads as follows:

Report of Committee on By-laws and Constitution

1. That this Federation shall be called, "The Ontario Federation of Shoe Makers and Repairers Association," and shall have for its object. 1st. To promote and sustain friendly relations with all its Members. 2nd. To Discuss and take action upon all matters affecting the interests of the various branches of the Association and Trade in general.
2. The officers of the Federation shall consist of President, Vice-President, and Secretary-Treasurer together with an executive council composed of one member from each of the Associations in Ontario recognized by this Federation, and one member at large. These shall be elected at each annual meeting, and shall be known as the Federation Council. The whole to retire annually, but to be eligible for re-election. Also two auditors. A quorum of the Federation Council shall consist of seven.
3. The meeting of the said Council shall be at the call of the President, both as to time and place.
4. That the President shall preside at all meetings when present. In his absence then the Vice-President, if both are absent then the Members shall elect some Member to preside.
5. That the Federation shall meet in convention annually. Time and place to be decided upon in open session of convention.
6. Secretary-Treasurer's Duties. That the Secretary-Treasurer shall take and keep a correct record of all proceedings of the Federation. Shall receive all monies on behalf of Federation and shall deposit same in a chartered or government bank, that all accounts be paid by cheque signed by the Secretary-Treasurer and counter-signed by the President or in his absence the Vice-President. And perform all other such duties appertaining to the office of Secretary, and shall receive for his faithful services an Honorarium as may be granted at any Annual Meeting of the Federation.
7. That the financial obligation to the Federation shall be

decided at each meeting preceding each Annual Meeting of the said Federation.

8. That all questions for consideration and decision shall be submitted in writing. When a motion to adopt or to amend, or to amend, the amendment shall be in order. The majority vote shall decide any question and in the event of there being a tie, then the President shall have a casting vote.
9. Auditors. Two Auditors to be elected whose duties shall be to audit the books of the Federation prior to each Annual Meeting and to tender report on same to Convention.
10. That no new rule shall be added or any existing rule altered or rescinded without one month's notice in writing being given to the President whose duty it shall be to bring the matter before the next Convention and a majority vote concurs with same.

The report as a whole was adopted, on motion of Mr. Revell, seconded by Mr. Grayson.

Messrs. Revell and Grayson were appointed auditors for the ensuing year.

Mr. Revell, seconded by Mr. Henderson, moved a resolution placing on record the Federation's appreciation of the services of the retiring president. This was enthusiastically carried.

A similar resolution, moved by Mr. Burnett, seconded by Mr. Grayson, was tendered Mr. Stevens, retiring secretary.

The final event of the business proceedings of the convention was the installation of officers. The performance of that duty fell to the lot of the first president of the Federation, Mr. S. Burnett, of Toronto, who placed the gavel in the hands of the president-elect, Mr. Walter Legg. Mr. Legg spoke briefly, thanking the delegates for the honor which had been conferred upon him, and assuring them of his whole-hearted efforts on behalf of the Federation during the coming year.

In the afternoon the Brantford men had prepared a treat for the visitors, in the shape of a motor trip around the city, which has many interesting historical associations. The Mohawk Church was visited, likewise the Bell homestead, where the inventor of the telephone dreamed his dreams and experimented in the transmission of sound by electric waves.

Such a Banquet and Such Speeches

Over a hundred men gathered in the banquet hall of the Kerby House on Wednesday evening for the grand banquet. In addition to the officers of the Federation and presidents of the local association, the head table was graced by the presence of Mayor Billo and Mr. W. H. Freeborn, the chairman of the finance committee of the city.

After the toast to the king had been drunk, Toastmaster Pettit opened the proceedings with a few remarks and proposed a toast to the civic representatives. This was received enthusiastically, and was responded to fittingly by Mayor Billo and Mr. Freeborn.

Meanwhile the good things began to come on, and the conservatory orchestra kept the atmosphere alive with bright musical selections. There were vocal solos, also, and community singing in which the repairers proved that their lungs were as sound as the leather they put on the soles of their customers' shoes.

The toast of the evening was that to the Shoe Re-

pairers' Association. In the absence of Mr. W. H. Graham, of London, who was unfortunately unable to be present, it was proposed by "Billy" Beal. Mr. Beal spoke of the progress that had been made by the repair trade within the last decade or two, and told something of the story of how the different Ontario Associations had started, how they had grown and prospered, and how they had helped to build up the prestige and the standards of the industry.

The toast was responded to by Mr. A. Smallwood (for the Toronto Association), by Mr. T. Grayson (for the Hamilton Association), by Mr. W. Inglis (for the St. Catharines Association), and by Mr. S. Rogers (for the London Association).

Organization Will Make for Prestige

"I've been forty-five years connected with the shoemaker's trade," said Mr. Smallwood, "and I've seen some changes and developments in my day. One thing I feel is that the trade should be more highly

respected and appreciated by the public, and we can only bring that about through organization."

Mr. Grayson paid a high compliment to Brantford. "We have got to take our hats off to the Brantford boys," he said. "They have made a wonderful success of their own association, and they have done splendid work for the Federation. I am sorry to have to say that we are finding it extremely difficult to maintain the interest in the local organization in Hamilton. I have come to the conclusion that this is due to the continued depression in trade, but some of us are sticking with the ship and are looking forward to better things."

"Billy" Inglis put a whole lot of truth in a short sentence when he said, "The man who is useful to the association is the hard plugger." The St. Catharines organization had been built up by hard plugging and it took hard plugging to maintain it.

Each Convention Better Than the Last

Mr. Rogers said that in London they were not very strong in percentage of membership, but they certainly had a very high percentage of good men among the members. He was certainly glad to be present at the convention, and he considered that each succeeding year had shown an improvement over the former.

Mr. S. Rogers (Brantford) struck a necessary note when he urged that regular and punctual attendance was the very foundation of the success of an association.

Mr. Ingham, president of the Niagara Falls Association, which has just recently been formed, was present at the banquet, but unfortunately could not speak, owing to a severe sore throat which interfered with his use of his voice. Mr. Walter Legg, who was one of those instrumental in helping to form the Niagara Falls Association, was then asked to say a few words about it.

The Formation of the Niagara Falls Ass'n

Mr. Legg related how he and the president of the St. Catharines Assn. had gone down to the Falls and had the honor of helping to organize the new association. They were very much surprised and pleased at the enthusiasm with which they were received and whole-hearted way in which the members of the trade in Niagara Falls took hold of the work of their association. All the repairers of Niagara Falls, with one exception (an old man who was unable to leave his home) turned out to the meeting, and it was one of the happiest and most inspiring evenings he had spent since he had had anything to do with organization work.

Mr. Legg also took opportunity, as president-elect of the Federation, to ask for support and co-operation of all those present in helping to put across the work of the Federation during the coming year. He would undertake to do all in his power to make the convention in St. Catharines in 1924, a real success, but he felt keenly the need for the support of the membership at large.

Toast to the Wholesale Trade

The toast to the wholesale trade was proposed by Mr. S. Burnett, of Toronto, who expressed on behalf of the Federation their appreciation of the support that had been accorded them by the wholesale houses. "The Wholesale trade have always been good friends

to us," said Mr. Burnett. "Whenever there has been a conference of any kind to discuss the interests of the industry, we have always found them very ready to meet with us and to lend their co-operation and assistance. Where there has been a question of promoting any social event, they have always been ready to contribute and to come and fraternize with us. And since we have got together at these meetings, we have acquired a greater knowledge of our common interests and have come to understand each other better."

The toast was responded to by Capt. Trenaman (Canadian Polishes); Mr. Evans (Beardmore & Co.), and Al. Wallace (P.B. Wallace & Son).

Capt. Freeman made an apt and humorous address, in which he complimented the repairers highly on the spirit which pervaded their gathering. It made a man feel years younger to come and attend an event of this sort, and if Dr. Veronoff had any



Glad they attended the convention. Left, Thos. Grayson, Hamilton; centre, Chas. Chamberlain, Toronto, in his happiest mood

connection with the shoe repairers' association, he would not be hunting around for monkey glands to make men young.

The Convention and Means of Education

"However," he said, "a convention is not, primarily, a place where we should go to have a good time. It is first and foremost a school where we can improve ourselves, where we can broaden our outlook and get educated."

Mr. Evans said it was the first convention of the Federation which he had attended, but he felt sure it would not be the last, for he had been greatly impressed with the valuable ideas and suggestions which had been brought out. The spirit of co-operation and good fellowship which permeated the gathering was the biggest factor in the upbuilding of the trade.

"Al" Wallace's speech was short, but very sweet in the ears of the repairers present. He said, "Boys, leather is down."

There followed interesting items of entertainment, after which the toast to the press was proposed by Mr. F. H. Revell, who spoke very highly of the support and co-operation which had been extended by the trade journals in furthering the work of the Federation. Response was made by T. E. Turner and L. T. Acton.

Further musical selections were then presented, and finally came the toast to the Federation, which was briefly proposed by Mr. Acton.

Then, with the singing of the National Anthem, came to a close the biggest banquet of repair men that has yet been held in Ontario.

Ways in Which the Trade Can Render Greater Service to the Public in Shoe Repairing

Clayton E. Hurlbut Has Many Useful Suggestions to Make in Paper Presented Before the Recent Convention at Brantford

It is well that this convention should consider ways and means of improving service to the public, for the shoe repairing business is one the development of which by any individual is dependent almost entirely on service. That such service is not altogether what it should, or might, be is evident from the place given on your programme for discussion of this subject.

The business of repairing shoes, so far as the development of good-will on the part of the public is concerned, has been, and is, a difficult one, but because of that very fact particular diligence, thought and attention to the subject become important and almost mandatory in your business. As in any other business, you must find your real problem, discover the proper method of solution, and give it full application.

Understanding of Public Attitude Essential

Of first importance to the repairer of shoes, I should say, is a correct understanding of the mental attitude of the public towards the shoe repair business. That attitude of the public, as I see the situation is one of non-interest and of indulgence. Shoe repair men must exist. They are necessary at times. One of them is as good as another; the nearest one, the most convenient one, is best. There is no discrimination. The public in general knows little, if anything, of various grades of leather, and even less of good workmanship on shoes. Possibly they even grudge the price of repairs. They are quite likely to prefer a cheap price, because they do not understand why prices vary. They do not like to spend any time in repair shops because of preconceived notions of noise, dirt, disorder and confusion. They consider the shoe repairer in the light of a worker, rather than as a keen-minded business man.

Business Man or Workman, Merely?

Attention is called to this condition not in any way as an indictment of the shoe repair business and those men who are making a success of that business, but the condition is real and must be faced. It is a natural condition. In the old days—and they are not so far past—what was the usual procedure? The repair man was altogether a workman. One took a pair of shoes to be repaired. He was asked what he wanted done to them. He was told he could have them at a certain time. The shoes were thrown into a promiscuous heap with other shoes. And when called for, singled out, wrapped up in a newspaper and paid for. The customer departed. The repairman went back to his work. Nothing had happened to make a permanent customer. If he continued to live in the neighborhood he would be back next time. Otherwise he would be some place else.

But, you will say, conditions have changed. Me-

thods have improved. The business has advanced into a new plane. Quite right. I know it. You know it. But does the public understand and appreciate that fact? I am afraid not. Your first problem, as I see the situation, is to make the public understand and appreciate, to change a negative and irresponsible attitude, an indifference, into a positive and friendly attitude, a feeling of good-will towards the individual repair man, a realization that he is part of a vast industry providing a very necessary additional service to the great manufacturing industry of this country.

A Formula for Success

How, you may ask, is this to be accomplished? The field is large and the replies which might be made many. Asked his formula for success in business, a prominent manufacturer once replied: "To do a thing well and keep doing it well; to tell the public about it and keep on telling them about it." That formula is good and just as applicable to shoe repairing as to any other business. It really covers the whole situation.

To do a thing well—that is the real starting point in service. It involves first the necessary qualifications in the worker and in the head of the business. The repairer of shoes should understand the necessary operations in shoe repairing and how to apply them in skilful fashion. But that is not all. He should be a constant student of shoes and how they are made, materials, their grades and differences. He should be able to judge which grades are best suited to the probable life of the shoe which is brought to him, and should act on that judgment. I have known of cases where one repair man would say of a certain type of construction that it could not be repaired, whereas another repair man would actually be repairing shoes of that very construction with profit to himself, and service to his customer. The one was a student, well qualified; the other indifferent to anything that was new, refusing service that a customer had come to him for, expecting to receive.

You be the Judge

And being well qualified, and thus equipped for success, the shoe repair man should be aggressive in applying his knowledge to the service of his customer. He should remember always that the customers know little of shoes, their value, their prospects of service with proper care. **The attitude of a repair man who asks a customer what he wants done is wrong; his vision is too narrow.** He is a specialist, and as such he must act. When a pair of shoes is brought to him, the customer may say what he wants done, but the repair man must judge the situation. If the shoes are not worth repairing, he should say so frankly. If they are, he should judge to what



W. J. Roach, Vice-President



S. Rogers, President



S. H. Hall, Secretary-Treasurer

THE BRANTFORD & BRANT COUNTY SHOE REPAIRERS' ASSOCIATION.

extent. Why not tell the customer that the shoes are in splendid condition and should have a No. 1 quality oak bend sole. Or again, tell him that the shoes will only give limited service from now on and that a medium grade belly sole is about all that would be warranted? Let him understand the difference.

Or again, if the customer specifies heels or soles, or whatever the job may be, and there are other parts of the shoe in need of attention, do not hesitate to point out the situation to him and to suggest the longer life or added comfort if the job is made complete. The customer will appreciate such advice, even though he may not act on it in every case.

Suggestions that Will Help Your Customer

There is a further service, along this same line, which I would consider of importance in the development of good-will towards your business. **You men know that many shoes come in to you for repairs for no other reason than that they have not been correctly fitted.** The strain of wear has fallen in unnatural points and something has had to give—soles, heels, lining, stitching, or the upper itself. How many of you ever point out such a situation? Don't you think that would be real service and result in additional good-will on the part of your customer? It should, because it is in the interest of economy and personal comfort for him. Or, developing the idea further, never be afraid to caution a customer that he is ruining his shoes through neglect or improper care, burning out the leather by laying near heat, or rotting the leather and thread through dampness, or any similar condition.

I shall pass over a great many points in service, the importance of which is obvious. The clean, orderly, business-like appearance of the shop, the pleasant and dignified approach to the customer, fair treatment on prices, promptness in meeting all promises, the invitation to return when in need of more service, the neatness of delivery, courtesy by telephone—all of these and many others are well known to you and all are of importance.

Tell the Public

To tell the public about it! Here is a phase of

service that is equally as important as doing the job well. The light under a bushel serves no man. Hidden qualifications and power of proper execution are of no use unless the public knows about them. I am a great believer in advertising when a man has anything to advertise, anything deserving support because of genuine merit, anything that gives real service and economy. And I have learned that the public will respond quickly and in numbers to any proposition of real worth. Here again, this is just as true in shoe repairing as in any other business—particularly important, as a matter of fact, because of the public misconception of what the shoe repairing business really is. I know that some men feel they cannot afford to advertise. Those are the men who consider advertising an expense. But the man who has something worth advertising should advertise in the interest of his own development. And that man will discover that instead of an expense, advertising is an investment in good-will, the greatest single factor in the steady progress of his business.

When I mention advertising, I do not mean necessarily the use of large space in mediums of large circulations, nor do I recommend foolish expenditure. The mediums for good advertising are numerous; the choice depends on local conditions. Each man must study his own requirements. But under any condition, I do think that, as a shoe repair man, I would have a card index with the names and addresses of all customers, the number in the family and possibly the date of all repairs. Periodically I would solicit a continuation of that patronage and base my claims entirely on service. Along with that, I probably should have another record of additional families I would like to serve. My claim again would be based on service, and my invitation to call would be pressing.

And now in conclusion, let me repeat that the subject of service is a large one and its study most interesting and worth-while. On the details, we might talk for days or weeks. And remember there is always something new in the development of service. I leave with you the one suggestion that work well done and the public kept informed of that fact, cannot fail to make for success in any business.

A Symposium of the Shoe Repair Industry in Canada

In the Following Paragraphs are Printed Contributions from Representative Repair Men Throughout the Country—There are a Host of Practical Hints on Shoe Repairing, Business Methods that have Proved Successful, and Comments and Suggestions Regarding Topics of Timely Interest—We Believe this to be one of the Most Extensive and Valuable Exchanges of Experiences, Opinions and Ideas that has yet been Published Regarding the Repair Trade—Brief Biographical Sketches Also Add Interest to the Feature.

GEO. HENLEY, COBOURG.

I have been repairing shoes in Canada for nearly twelve years and I am glad to say that I am one of many who have made good. I am at present doing business in Cobourg. I have a good stand and a well lighted store and am doing a nice trade. There's a reason—I start from the floor up. I mean by that the store is swept and dusted every morning and kept as clean as our business will allow, and then when a customer comes in I attend to him myself and I let him tell me just what he wants to tell me, no matter if it is about the weather or ball game and just as soon as they talk repairs I begin to help them with a few suggestions and often instead of just repairing the heels I have them reasoned into having the soles repaired as well, with often extras such as new heel linings, hooks or eyelets where needed and a rip sewn, etc. I make a practice of giving them checks and the price on same and if I promise their work at morn., noon or night I see that my promise is kept and I find that by being pleasant and obliging I make many friends. I try to use them as best I can, no matter whether they be boy or girl, man or woman, old maids or cranks, because I realize that their money is just as good as mine and it is the money that counts.

I believe in advertising not just one week of the year but every week through the local papers, blotters, etc., and close at 12:30 Wednesday all the year around and at 6 o'clock every night, except Saturday. I run my own business. I am not a cheap jack. I take all discounts. I have a helper. I own my own house and take a little fresh air into my lungs by using my own car (Sedan—a Henry Ford of course). I believe in our Federation of Shoe Makers and Repairers and taking our Journals and reading same.

ARTHUR JACKSON, LONDON.

At the present time the policy of following the crowd among the Repair Trade is in my opinion a step backwards. Owing to the past few months of slack business many repairers have been forced to give up or are in such a fix financially that in order

to create trade they are cutting prices and doing almost anything to get work. Now this is entirely wrong as the public do not now, or have not in the past few years, want cheaper jobs but better work. A few of course are always looking for something for nothing but we can very well do without these customers at any time, and, as I said before, a good number of repairers are doing the shoe repair industry a great deal of harm in "following the crowd" of repair men working for pittance.

Let the Cutter go to it

As soon as one in a district begins this so another will in all probability do likewise, instead of keeping at a very reasonable figure. If the one whose price is fair would only let the "cutter" go to it for a while he would find that his unfair competitor would in a short time be forced to close up. This of course is one of our very human inclinations to copy what others do, but in the many years experience I have had personally, both in the Shoe Repair Trade and other lines of business, I have found that it is entirely a man's personal ability and individual achievements that spell success in any game. My game all the while was not to do as John Smith did but to do one better if at all possible. If John Smith has a shop done up so and so, how often we find John Brown do the same thing. Look at the lives of any great men's character, such as Lloyd George, Abraham Lincoln, Sir Wilfred Laurier and many others. Did they follow the average crowd of statesmen? Not at all; their aim was personal achievement that accomplished things for the general good of humanity, not personal gain or cheap aggrandizement. So in any line of business we may analyze the man who tries to do things fair and above board is the man who will succeed. Another thing I have noticed among the Repair men that I think perhaps is only done amongst us—namely that the charges are cut and dried for the average man in the trade. Any man should know his costs and average overhead expenses to be able to figure a fair margin of profits to enable him to successfully do business for the general good of the Repair Trade.

Every business is a gamble and it is not every

man who is able to make a success. One man may be the best bench and machine man in the neighborhood but if he is not able to conduct business and deal with the public he will not get any place. Personal ability, personal individual achievement and a man who will not always follow the average crowd is the man who will be a credit to himself and all the trade with which he is affiliated. That, readers, is my opinion of a successful man of today and I would like to see more among us endeavor to make our industry a credit to ourselves, and the public would appreciate us much better by our doing better work with modern machinery, to make the industry one to be looked upon as of just as vital a trade to the public as the doctor, manufacturer or modern business men.

ARTHUR WRIGHT, STRATHROY.

I started business three and a half years ago in my present shop. I installed a six foot U.S.M.C. finisher, then gradually put in the different machines as my business warranted, and today I have several small machines, and the Universal stitcher. I have now all that is necessary for a fully equipped Shoe Repair Shop.

Quality Speaks Loudest

As an advertising medium nothing is better I find than using our local paper, "Age-Despatch" and I have also Blotters with my name and business. But above all, I feel quality of my work speaks the loudest, and also the way one treats their customers. I might say I never let a customer go out of my shop if they only buy a pair of laces, but I say "thank you" and let them know by that I appreciate their business.

Might I enquire, are there many Shoe Repairers using McKay Stitchers for re-soleing shoes? If so, are they profitable?

I have found a good method of keeping down any waste in leather (sole stock). The way I do is this: I buy say for some months, tops, and then when I need pieces for heels or small pieces for the soles I stop buying tops and buy bends, then when I am through with say 10 sides or more I go on tops again, and so I find after three and a half years allowing for some small work which is sure to follow, I have only about 15 or 20 lbs. of scraps in my shop at the present time.

SAMUEL LAKE, KINCARDINE.

I opened this store three years ago September 1st. and I find that the retail shoe store does a lot of harm to the trade generally. As a rule, the store clerk does not know anything of the repairing business and the store keeper tells you he does not want the trade but as a rule he will under-cut the repair man who is depending on the trade he can get for a living. I cannot say much for the repair man who works for the store-keeper knowing he is under-pricing his brother repairers. I do not expect the Repair man in the store to agree with us outside, but I only think that they should not work for the store when the prices are being cut, but help us to get a reasonable price for our work.

C. COUCH, NELSON.

I commenced business here almost three years ago, and have done O.K. Good work and best stock is the one thing for the Repair Man. One thing I would like to see in Western Canada, is a Shoe Repairing Union.

Four Shoe Repair Shops here are agreed as to our prices, but we have a price-cutter, just lately started in business. If the wholesale houses would refuse to supply price-cutters with leather and findings we could fix them. I for one, will refuse to buy from a firm that supplies the price-cutter in this town or any other, if I know it.

JACK VALLIEAR, MIDLAND.

I have been in the Shoemaking game nearly thirty years and have seen some of the ups and downs of the trade. If the Repair man would put soles on to compare with the uppers, so that the sole and upper would go about the same time, the public would be better pleased. Do not put the kind of sole on a \$4.00 boot that you put on a \$10.00 one. One more thing that hurts the Repair trade is putting long rivets where they should put short ones; a rivet the right size leaves the insole nice and smooth, where a long one curls up and it is not so easy on the feet; now the smoother a boot is on the inside, the better it is for the repair man. Lots of people think all riveted soles hurt your feet,—now the repair man can remedy that if he tries.

OLIVER LAWRENCE, TORONTO.

I came from Sheffield, England, to Toronto just eleven years ago. My prospects of improvement in England were far from being very promising and learning of the success of one and another of my old friends, I decided to venture in Canada, and up to the present time I have not been disappointed; although the Winter of 1922 has been quite a struggle. I believe there are better days in store. With the exception of this year my experience in Canada has been every year I have succeeded better and better. My ambition has been to work hard and save while young so that I will not have to work hard when I am old. I started business for myself in 1919. I thought if another man can afford to pay me a wage and make a profit I can do that for myself. There is not much chance for success in working for wages, but saving with good investment makes many a man independent of wages.

NICHOLAS ALIANIELLO, NIAGARA FALLS.

Regarding our trade in Niagara Falls, there has been a great scarcity of work for the past eight months owing to the fact that there were many other shops opened. I may say that these are not expert repairmen, but simply learned cobbling here and there. These same men were working as Hydro employees with pick and shovel and, having failed in holding their jobs, have increased in spirit and experience, becoming expert shoe repairers. We are very proud however having them choose a good line of business. If they only know what they were a year ago and associate with others who understand the business they would certainly be more prosperous. Many are very proud of having known a little in business and are not anxious to associate with their fellows. These men are causing injury to our trade. Our Association is growing most rapidly in Niagara Falls, being aided by our fellow tradesmen of St. Catharines. Our general meetings are held once a month. Many of our members may not follow them; this is only due to the fact that they may not find sufficient time, which may happen only seldom. Our Association is farther ahead this year than it has been

in the past. We have equality in prices and working hours. Our half day of leisure on Wednesday afternoon is enjoyed by all the members of our trade, giving us better opportunity for everything.

Our work must be well done giving the customers satisfaction and good material in order to keep the trade up. You will always find yourself a different business man when handling the customers with a smile upon your lips. This will always please them and make them come back again. You will certainly find it profitable to keep your shop clean and everything in good order. In many shops you will see shoes scattered on the floors when it will take many hours to find the left shoe to match with the right. It will be wise for the shoemaker when handed shoes by the customers to line them up so he will know them pair by pair and when they are to be done; they will also look like a flock of wise birds with their officers.

H. HUNT, SOURIS.

An effective method of nailing soles on welts, which I find makes a good job (single soles) is as follows: Remove old sole, clean welt well, open fibre of new sole and cement around welt and around new sole. When dry, secure welt and temper slightly and nail. (On shoes with slip sole)—Remove sole by cutting stitches on welt (not in between outsole and slip sole) pull off top sole through stitches, cut stitches off slip sole, which makes ragged stitches, hammer stitches down, which I find rivets stitches and then prepare sole and cement as for single soles as above. Both I find can be done very effectively on shoes where it is necessary to nail welts.

J. E. SAUNDERS, GALT.

I am always ready to listen to the other fellow and put myself in his shoes so to speak, and no doubt we (our customers and I) are getting satisfaction and a measure of comfort in life by our acquaintance and go away feeling that we have been of service to one another in helping over rough spots. You will see my mind has been centred on "Footwear" and what is most in our minds we live out.

J. P. LEMPRIERE, EDMONTON

Regarding the betterment of the Shoe Repair business. Well in the first case, may I point out that today when we have to compete with the cheap shoes that are being put on the market it would be well if the shoe repairer worked on same lines as the manufacturer by having different grades of leather and pointing out to customers the difference in quality. Whenever a good shoe is to be repaired the best is none too good, and therefore cheaper than the lower grade job. Today the shoe repair man must use salesmanship as well as workmanship and as he stands behind his work he should never hesitate to put the best whenever the job calls for same.

I started in the shoe business over twenty years ago. As a boy I had to serve five years as an apprentice and must say that the 5 years were well spent as regards shoemaking in those days, but things have changed today; machines have replaced hand work and it means that more work must be turned out to meet the present day requirements. As for the lay out of a shoe repair store, I think it all depends on

the nature of the people in locality and the repair man must see that for himself. I have been at the same place for nine years and have always been kept busy; previous to coming here I was Shoemaker Instructor at the Alberta Penitentiary.

JAMES A. BRAIN, TORONTO.

Some twelve years ago I came to Toronto. Several members of my own family had already made Canada their home so I had a certain claim to Citizenship. I came straight to Toronto from Bristol, England, where I had a good paying business. Good old Bristol! I commenced business at 671 Gerrard St., East, nine years ago. Folks, plenty of them tell me I missed my vocation—possibly I did. I have been a literary man as well as a shoeman and repairer. I have composed more than one hundred poems, etc., which have been, many of them, published in the press of England, Canada and the United States or America. I may say I hold letters of acceptance and thanks from his Late Majesty King Edward the Seventh, from Her Majesty our present Queen and His Royal Highness the Prince of Wales, for my poems.

So I am a sort of cosmopolitan shoemaker and repairer. Anyway I know my business having gone through the usual apprenticeship in my native City. It is gratifying to me to know I have made my present business a success in every way by personal supervision, by strict attention to any piece of work brought to my store; however small the job I have always given my best. The result is I have customers who came to me when I started, still on my books, which gives me a certain amount of satisfaction. I realize a satisfied customer is a "sure customer." What a lot more one could say!

There is one suggestion I would like to make to my fellow shoe repairers, viz,—We need a fixed time for closing. Why, I ask, should a shoe repairer work twelve and more hours per day to get a living? He is either in haste to make money or he is a poor craftsman. Why not get together and resolve on a fixed hour for closing and enjoy the relaxation needed for body and soul, as other tradesmen do and are doing?

WALT. STEVENS, BRANTFORD.

About ten years ago I took over the reins of the business, which I am still carrying on. My father before me was a Shoemaker and it seemed to be my lot to follow his steps. However, I am very glad to be the possessor of a complete up-to-date shop. My slogan is "Same day quality service" I follow this up very closely and endeavor to never have to ask a customer to make an extra call for his or her shoes. Efficiency and courtesy, combined with the very best of material and workmanship, I consider to be the fundamental principles of high class shoe repairing. Show the public what they are paying for, explain the seemingly small but nevertheless important items, have a complete knowledge of foot anatomy. The average person does not understand the structure of the foot and if you are in a position to explain all the details to them, you are on a good road to success, as it raises your prestige. The public do not forget these little matters and it keeps the name of one's business impressed on their minds.

Always be kind to children, use them as courteous as grown ups. Remember, they are our coming cus-

Portrait Gallery of Canadian Repair Industry



(1) Nicholas Alianiello, Niagara Falls; (2) Geo. Springer, Calgary; (3) W. C. Sparham, Victoria; (4) Thos. W. Donald; Toronto; (5) H. M. Hunt, Souris; (6) S. C. Couch, Nelson; (7) N. Nowak, Didsbury; (8) F. P. Tendall, Napanee; (9) J. P. Lempriere, Edmonton; (10) A. C. Anderson, Windsor; (11) W. Irving, 67 Shanty St., Toronto; (12) R. Boggs, Morris; (13) John Robb, Barrie; (14) Oliver Daley, Willowdale; (15) Walter Chappell, Lakefield; (16) I. S. Slanicka, 166 Niagara St., St. Catharines; (17) W. Stevens, Brantford.

Familiar Faces from East and West



(18) Alex. Hall, Chatham; (19) Wm. Wright, Brantford; (20) W. Schwartz, Montreal; (21) D. Sauro, Montreal; (22) A. J. Williamson, Newmarket; (23) A. Daley, 563 Logan Ave., Toronto; (24) A. Rolfe, Richmond Hill; (25) W. Workman, Winchester; (26) Jacob Riehm, Kitchener; (27) L. E. Edwards, Woodstock; (28) A. Carpluck, Edmonton; (29) James A. Brain, Toronto; (30) A. Cartisano, Mitchell; (31) K. Andonoff, Drumheller; (32) Fred. V. Smith, Victoria, and family; (33) Chas. Bennett, Veteran Shoe Repair Shop, Uxbridge; (34) John Ficherack, Cummings Bridge; (35) Campbell Bros., Vancouver; left to right: Alex. J., Pat. J. and Archie.

(Continued from page 47)

tomers in the years to come and a good impression made with a child goes a long way.

One of the greatest ambitions of my life is to see the Ontario Federation of Shoemakers and Repairers one of the strongest organizations of the Province. If only we could get every man in the Province to become a member and get him convinced that co-operation is the secret of success I am positive that they would all benefit thereby. As there are over 1800 Shoe Repair shops in Ontario, and if every master would come across and see the idea as I see it don't you think it would be worth while? Now all you fair-minded fellow craftsmen who have taken the trouble to read this little item, think it over, see if you cannot make your way clear to take up the matter this coming year and become a member of our Federation.

HERB WEILER, WATERLOO.

I am only in business a little over a year and am not able to give you much of a write-up. I might say I have a shoe shine parlor in connection with the repairing and I sure am pleased at the result this brings to me. I can keep two young fellows going on a Saturday shining shoes. It brings a good many people in my shop and they eventually bring in their repairs. I handle McBrine's baggage as a side-line and so far am well pleased at the result of the sales and I intend to do even more this summer. I might say we have made a special price on rubber heels, namely—.30 for womens and .40 for mens. This has been very good advertising for me. Business this last winter has been very poor with me. I suppose just like it was in most of the shops, but this last month or two it has come along fine and even better than a year ago. I have three other competitors in town who have been here a long time—so I have had a hard row to hoe, but honest business and the policy of using your customer the way you would want to be used, has certainly put us where we are.

R. BOGGS, MORRIS.

I came to Morris April 16, 1921, and just repaired shoes but by and by started to handle a few new shoes, shoe laces, shoe polishes and I am gaining every year a little more. I think it is a good way to start little by little, if you have not the money, and in repairing try to get machinery if possible—it will help you pay your time, your rent, your board, etc.

DOMENICO SAURO, MONTREAL.

There are some trades that are almost entirely in the hands of foreigners. Or at least foreigners are prominent in them. The shoe repairing trade is one of these. Why? Simply because in the old countries there is a more thorough idea of what a trade means. The boy there is sent to a shop, not so much with the idea of earning some money as soon as possible, but above all to **learn the trade**. He grows up while he learns the trade. Boys in Canada do not want to follow such steps. They want to get some money at once. Those in the old lands are contented to get the egg to-day and the chicken to-morrow; while Canadian boys prefer both the egg and chicken the same day, that is money; and so they never learn the trade.

Among the many improper things, the most inconveniencing one is the fact of the shoe repairers

not having a fixed number of working hours. The shoe repairer may work eight, as well as fifteen hours in a day, and it seems as if nobody was caring for this inconvenience. There should be some agreement to this regard, and some sort of referendum from shoe repairers who subscribe to "The Footwear" could do much in solving this problem.

ARTHUR WILTON, HAMILTON.

I might say that I commenced business at this stand in March, 1916, and have been fairly successful. I have had my ups and downs and just at present am feeling the depression which seems to be general in all lines of business. The most successful years during the period I have been here were 1917-18-19, when I am pleased to say I was able to help out the returned soldier, five of whom I had in my shop at different times, some of whom after their period of learning started up for themselves. My policy has always been to do an honest job, giving good service, using best materials and receiving the highest price for same.

I joined up with the Hamilton Association at the first meeting of same, and in the second year of the Association was made Secretary-Treasurer, which post I have held ever since.

At the first convention of the Ontario Federation of Shoe Repairers, I was also elected to the position of Secretary-Treasurer, which I held for one year. I devote a great deal of my time to the good of the Association and am always willing to help in any cause which is to the benefit of the Association.

I would like to see more unity, more of that get-together spirit and feel sure could a better co-operative spirit be fostered among the shoe repairers, we could raise this business of shoe repairing upon the highest plane of business activity.

JACOB RIEHM, KITCHENER.

I learned shoemaking trade during my early years, from 15 to 18. After that I worked at the trade only 3 months and then went to work in shoe factory, as jobs on the bench were scarce. I worked with the Oberholtzer concern (now Hydro City) nearly all the time doing the cutting jobs—work I always liked. Two years ago I built myself a shop at rear of my dwelling and as far as I now know intend to stay at job as it suits me fine. Am now 51 years old; I have a nice trade, good people, cash business and am generally comfortable. I use and believe in machinery. Also make a line of children to boys new shoes to fill in time. I cut, fit and make shoe complete, same style as a factory shoe, only better.

Nailing Sole on Goodyear Welt

I always used to have trouble with a nailed sole on a Goodyear Welt. I overcame that this way:—I get bottom of shoe or sole ready and my half sole also; tack on sole at heel and cement, let get dry, hammer down and leave about $\frac{1}{4}$ in. extension all around—that is do not trim close as a welt always spreads when you nail sole. Before I nail I run edge through a hand fudging machine (which the finding store offer for sale). That operation closes the edge firmly and at the same time leaves a mark on sole which you can follow to nail in proper place. I get excellent results this way. For anyone having trouble with this style of shoe, this is a remedy.

I also use dies—I have 8, also a block and mallet.

I die out all my lifts, both top and bottom. I buy cheap stock for my bottom lifts, I can always get that. I keep 2 shallow boxes as high as my lifts, sectioned off one for each size lift, having 8 sections in each box. I keep them right in front of me to be handy; I tear off from heel all cracked or worn parts till level, then build up again; I hardly patch a heel; It pays me to do it this way. Besides I always get a new heel. Let your readers try it.

W. WORKMAN, WINCHESTER.

The price-cutting evil is one which is doing injury to the trade. Why should I do two jobs for the price of one? My motto is to give first class work and have a fair price, as my experience is in the last two years, three men who started in opposition to myself and cut prices used poor grade stock. They have all quit; this must be proof that the general public will not accept a poor job at any price, while I have been kept busy at all times. I would rather do one job and get a fair price that I could exist on, and could pay my bills with the wholesale house, than do two jobs for a lesser price. Every man must live.

J. A. BALLANTINE, GEORGETOWN.

I have had over twenty-eight years experience in shoe manufacturing and repairing. First of all if a job is worth doing at all it is worth doing right. Too many repair men of to-day are all for money; such men are not experienced and have not had a proper training. In order to be a first-class repairer a man needs to take a few years experience in a shoe factory in order to get in touch with certain machines and what they are for; also the system in which the work is handled. Having all this experience I will answer any questions that any repair man cares to ask.

K. ANDONOFF, DRUMHELLER.

While I have nothing new to suggest in the repairing line, I have found a few rules which if lived up to will lead to good business, satisfied customers and increasing trade.

1. Pleasant and courteous manner.
2. Use nothing but best materials.
3. Make full use of all the most up-to-date machinery.
4. Do not contradict a customer, and always assume that he is right, as we cannot always see his side of the question immediately.
5. Prompt service—never promise to deliver on a certain date if you cannot do so, and consequently do not disappoint your clients.

F. P. TENDALL, NAPANEE.

I have followed Shoemaking and Repairing since 1899, learning same in England and as far as I can find out am one of the few in this part of the country who served five years under the old apprentice system. At present I am operating the Always Busy Repair Shop in Napanee. Just how to account for my getting a little more than my share of repairs, is very hard unless it is by knowing how and not being afraid to smile once in a while.

I think that if a few more of our fellow craftsmen would smile when a customer comes in the shop and get away from that old professional grouch

stuff—even if it is a most undesirable job, try and make them think that it is a pleasure to work on such jobs—things would go along a lot smoother.

Personally, I find that kidding the troops has brought me a good many odd nickles and a lot of satisfied customers. I am sorry to say that if my medical adviser has his way my term at the trade is about finished.

GEORGE SPRINGER, CALGARY

Geo. Springer, Calgary, has been in the Shoe Repair business for the last twelve years in Calgary, Alberta, and is equipped with an 18 ft. Goodyear outfit. He is an enthusiastic out-door man and a member of Calgary Angling Club, fishing being his hobby. Mr. Springer is a firm believer in Western Canada's future.

FRED V. SMITH, VICTORIA.

I have not much of a suggestion to make as regards my business, but this I can say that if a man puts up a good job in his work and uses the best materials, I think he is doing credit to himself; also to his customers. This I claim to do. I have been in business in this shop for two and a half years and I have gradually worked myself up a good business. I have quite an opposition, but still my work tells the tale.

GEO. VERSTEEGH, REVELSTOKE.

I came to Canada from Holland in 1913 (where I was shoemaker also) October 1913. I commenced working here for Mr. Armstrong where I worked for nine years, and last year, August 1922, started working for myself. I can assure you that I am very satisfied I started business on a strictly cash basis; everything I buy I pay cash, and everything I repair has to be paid cash for as well. So far I think it is the best way to do business: At first I had occasionally a little trouble but I am fairly over that by now.

In Holland where I came from we got a Shoemakers' Trade Paper as well. Once or twice a year they put some kind of pattern in this paper, which was a good help for some shoemakers when they had to make new shoes. As far as the work goes here in this country I think it is better than Holland, the working hours are not so long and the wages are better. A shoemaker in Holland has to work in the busy time from six in the morning until eight or nine in the evening and would make only a wage of about \$8.00 or \$9.00 a week, so you can see that made a big difference here. I think the cash basis is best and would be much better if every business did the same.

F. H. REVELL, HAMILTON.

I am convinced that the shoe repair trade has held its business in as good a condition during the past 6 months as could be expected. Elements over which no one had any control and general depression in all trades and professions all around us have had a great deal to do with the falling off of business we have all experienced for some time. I strongly advise all our fellow craftsmen to be of good cheer. Every dark cloud has a beautiful silver lining and I am confident the time is close at hand when business will be just as good as it was a year ago. Meantime my advice to all is: Use the best materials. Put your

very best in your work. Be prompt with your work. Give your customers what they want. Keep your place of business clean and tidy. Then you are sure to obtain a good share of any business that is being done. I have always been convinced that the general public are not looking for cheap sloppy work.

They have always been ready and willing to give a good price for a good job. This has been my experience for the past 40 years.

A. A. WILLIAMSON, NEWMARKET.

I have been in the Repair business in Newmarket nine years. Have our shop equipped with all the latest machinery and do all our repairing in an up-to-date manner. We find that good work and good material are the secret of success. We have on our staff two men and two girls. We also make men's and boy's fine shoes and find there is as good a market for made-to-measure shoes as there ever was.

A. ROLFE, RICHMOND HILL.

Regarding my business, it is rather small at present, but I have hopes. My business has been smaller, much smaller, than it is now. My capital at starting (actual cash) was only \$9.00, but by sheer doggedness, and not knowing when to quit, my business has grown and at the time of going to press is worth between \$400 and \$500. Not so bad for a village snob who has only been at the business for 2 3/12 years.

Now as to your plans to cater to the repairmen, I consider that every support and encouragement should be given you to make your efforts a success. It will be the means of bringing the repairmen more closely together than heretofore, and should be fostered and carefully tended by all and sundry who get their living by repairing boots and shoes.

L. E. EDWARDS, WOODSTOCK.

To improve business—give strict attention business—be courteous to your customers and all others that you come in contact with; use good stock and do a first class job. The above I think is the basis of all success in the Shoe Repair Trade.

Prices

There has been a lot of talk on the above topic. I do not think that a uniformity of price is possible, for several reasons. First, the overhead expenses are not the same, even the price of stock varies, so the way to be fair to ourselves and just to our patrons would be to find out just how much it costs us to do business in our locality—then set the price accordingly. I would like to see some discussion in "Footwear," so far I have seen nothing definite.

Wm. S. ROBB, BARRIE.

What are the essentials for success in the Repair Business? To my mind there are two factors without which success is impeded in any line of business and the modern repair shop must be recognized as a business, and conducted on strictly business lines.

These two factors to Success are:—

I—Advertising

(a) By letting people know through the medium of local papers and other avenues "what you have," "what you can do" and "how to do it."

(b) Maintain your written advertisements by giving the public more than what you advertise to give, if possible but never less.

2—System

(a) Know your business, what it can do, what you can do yourself, and what the business returns you.

(b) A place for every minute and every minute in its place.

If the two items, Advertising and System are strictly carried out, the appreciation of the public will bring success. It will be noted that "Charges for Repairs" are not mentioned as factors towards success. Prices are of secondary consideration, can only be dealt with locally and will regulate themselves according to the business ability of the repairer, the demand for repairs and the class of work done.

Most items which go with successful shoe repairing have been dealt with from time to time, except, perhaps, "System," and more especially with that system which puts every minute in its place. System means a saving of time. Time returns the repairer his largest percentage on his work and by saving time you naturally increase your returns. It is impossible to lay down a system to suit all repair stores, but in giving the system I have used for the past four years, it may lay the foundation for the system which will suit your own business.

A Working Schedule

7:30 A.M. to 8 A.M.

Work placed for the day.

8:15 A.M. to 10 A.M.

Bottoms prepared for half soles and heels straightened for top lefts and R.H.

10 A.M. to 10:30 A.M.

Sole stock cut (tap soles not used).

10:30 A.M. to 2 P.M.

Sole stock nailed or sewn on.

Note—There is a break from 12 noon to 1 P.M.

2 P.M. to 3 P.M.

Top pieces and R.H. put on.

This includes side and toe pieces.

3 P.M. to 5 P.M.

All work sanded and put in color.

5 P.M. to 5:30 P.M.

All work ironed and waxed on finisher.

5:30 P.M. to 6:30 P.M.

All work examined, rips and particles sewn on Patching Machine. Work polished and parceled up, and put on shelves.

6:30 P.M. to 7 P.M.

Sweep up, etc.

When working with a system as above, it will be found that the total value of repairs, in general repair work, is practically the same for every day. You therefore know exactly what can be done and customers will get the habit of calling for work at the proper time, when the day's work is finished.

On placing the day's work, a margin less than the total capacity of the store, is allowed, for quick repairs. Patching and odd jobs are allowed for and worked in between 10:30 A.M. and 2 P.M. In the past four years, the above system has seldom varied more than half an hour, even in the busiest season. In the slack season, the system is the same, with shorter hours. In conclusion I would say that the days of haphazard, go as you please methods, are gone. In modern shoe repairing only those who will undertake the self-discipline of strict business methods can ever hope to come out on top.

Little Biographies of Canadian Shoe Repairers

J. WOODS, NORWICH.

J. Woods, Norwich, has been in the shoe trade all his life, with the exception of Army service. He served in South Africa with the 48th. Regt. North-amptons, and in 1914 joined up with the 4th. Battalion. He learned his trade in Northamptonshire, England, and worked at it in Canada but could not keep it up when he came home and decided to start in the repairing end of the business. He was in Brantford before coming to Norwich.

H. HUNT, SOURIS.

H. Hunt, Souris, Man., started business at Brandon, Man., purchasing the business of Tiller Bros. Located at Souris in 1912. After outbreak of war he enlisted in the 90th. Winnipeg Rifles, being given the rank of Sergt. Shoemaker with same. Took shoemaker's efficiency course in the Canadian Ordnance Corps, Ashford, Kent, Eng., and received first class certificate. He served in France with 78th. Battalion, Winnipeg Grenadiers and was wounded battle Amiens, August 9, 1918. Returned to Canada a year later and resumed business September 1919. Business has been fair. This year very quiet.

L. E. EDWARDS, WOODSTOCK.

L. E. Edwards, of Woodstock, Ontario, was born in England July 21, 1850, being now 75 years of age. In politics—Liberal. He has been in business twenty-five years in the same shop, No. 7 Reeve St., Woodstock, Ontario.

He served his apprenticeship with Roy Grant of Woodstock, Ontario—which firm went out of business some years ago.

ARTHUR JACKSON, LONDON

The term that "big oaks from little acorns grow" might well be applied to Mr. Arthur Jackson's business. Mr. Jackson certainly deserves credit for his ability and hard work when it is considered that he started in a back room just about seven years ago with a kit of tools and material worth about \$5.00, crippled financially and suffering with nervous trouble, with 8 children to support, which by the way he has brought up unaided by anyone—being Mother and Father to all the little brood for the past seven years. He now owns his shop and dwelling built by himself and everything paid for.

WM. WRIGHT, BRANTFORD.

Wm. Wright of Brantford, was born 1847 at Buckinghamshire, England. He took it into his head to follow the shoe trade of which he is a very adept craftsman. In 1870 it behooved our good friend to journey to the "Land of the Maple" in search of greater possibilities. Finding same he decided to remain in the land of plenty, quite satisfied to spend the rest of his life among good Canadian folks. Forty years ago he worked for Chas. Tilley of Toronto and has been a follower of our worthy craft for over sixty years. Since the inception of the Brantford and Brant

County Shoe Repairers Association, he has been an ardent supporter of all undertakings connected therewith and holds the very enviable record of missing only one regular meeting since June 16th, 1919. His enthusiastic attendance is placed on record as an example for us younger fellows to follow. If there are any others in the Province with so great a degree of efficiency, the Brantford boys would like to hear from them through "Footwear in Canada."

CAMPBELL BROS. VANCOUVER.

Campbell Bros. Vancouver, have shops at 219 Cordova St. E., and 733 Pender St. W. They established themselves in Vancouver in 1907. The brothers hail from Aberdeenshire, Scotland, where their father is a shoemaker. Alex. J. Came to Vancouver in 1907. He has been at 219 Cordova St. East for ten years. Archie, who is in charge of the Pender St. Store, came to Vancouver in 1913 and served in the great War where he was attached to the 72nd. Highlanders as Sergt. Shoemaker. Pat. J. Came to Vancouver in 1922 after spending ten years in the rubber plantations of the Federated Malay States. Their motto is "first class work," "best materials" and a "fair price." They make a large amount of custom work and also work for the best retail shoe stores in the heart of the City.

W. S. PETTIT, BRANTFORD.

W. S. Pettit, Brantford, spent a number of years in shoe factories both in Canada and the United States. Was foreman in Murray Shoe Company, London, and Brandon Shoe Company, Brantford. Bought out present location in 1913 and carried along for several months. Prompt service, good materials and plenty of advertising caused an increase in business, until three men are now necessary.

Mr. Pettit makes a line of Boys hand-made shoes when repairing is a little quiet; also handles a few pairs of men's factory shoes which help to pay overhead. He believes in Association work and has been President of local organization; is a booster for Ontario Federation of which he has been President for year of 1922 and 1923.

ROBB, FATHER & SON, BARRIE.

John Robb was born in Macduff, Banffshire, Scotland in 1853; apprenticed to his father, John Robb, Senior, Shoemaker, Macduff, and employed for 25 years by James Allen & Sons, Princess St. Edinburgh, Scotland. He was in repair business in Glasgow, Scotland, previous to coming to Canada in March, 1919. The son, William S. Robb, was born in Macduff in 1882; entered repair business with his father in Glasgow. Came to Canada in 1910; enlisted in C.E.F. on August 12th., 1914. Sergeant Shoemaker for 4th Battalion, C.E.F. until invalided from France to England in 1916. Returned to Canada in March 1919, commencing business with his father in what is known as the "Progressive Shoe Stores," Barrie. The business was commenced with \$150. and two orange

Portrait Gallery of Canadian Repair Industry



(36) J. Woods, Norwich; (37) Louis Derosa, North Bay; (38) Frank Sainsbury, Amherst; (39) William S. Robb, Barrie; (40) Arthur White, Wiarton; (41) O. Desmarais, Montreal; (42) A. H. Randell, Moose Jaw; (43) Sam Lake, Kindercare; (44) R. Henry, Edmonton; (45) N. J. Brennan, Pembroke; (46) D. M. Forbes, Toronto; (47) G. Henley, Cobourg; (48) W. H. Purvis, Deseronto; (49) Grayson, Thos. Hamilton; (50) W. S. Pettit, Brantford; (51) Arthur Jackson, London, and his son. (52) Geo. Versteegh, Revelstoke; (53) J. E. Saunders, Galt.

Glimpses of Canadian Shoe Repair Shops



(1) Jack Valliear, Midland; (2) Herb Weiler, Waterloo; (3) A. W. Charlesworth, Hamilton; (4) Arthur Wright, Strathroy; (5) A. R. Wilton, Hamilton; (6) J. A. Ballantine, Georgetown; (7) A. J. Williamson, Newmarket; (8) Oliver J. Lawrence, Toronto; (9) E. B. Wilson, Vancouver; (10) S. D. Belanger, Vancouver; (11) Arthur Jackson, London; (12) A. H. Randell, Moose Jaw; (13) H. Clift, Edmonton; (14) Grayson, Thos. Hamilton; (15) Thos. Preece, Hamilton; (16) Jos. Treboutat, Timmins.

(Continued from page 53)

boxes for seats and is now one of the largest and best equipped Shoe Repair stores in the County of Simcoe.

R. HENRY, EDMONTON.

R. Henry, Edmonton, Alta., served in the Great War, had two trips to France and Belgium and was over the age limit at that.

He took up shoe repairing through Soldiers' Civil Re-establishment and is doing fairly well these hard times. His motto is —One grade of material and workmanship—that is the best.

I. L. SLANICKA, ST. CATHARINES.

I. L. Slanicka has carried on his business for the last ten years in St. Catharines, Ont. "During that time" he writes, "my policy has been to give the public 'Quality and Service.' This has been entirely successful and my business has grown to such an extent that I found it necessary to move to a new store. I am a member in good standing in the local Shoe Repairers Association."

A. W. CHARLESWORTH, HAMILTON.

A. W. Charlesworth, Hamilton, established his business in February, 1911, at the present stand under the name of the Excelsior Shoe Repair Company, in partnership with Mr. Nex. Mr. Nex died two years ago. Since then Mr. Charlesworth has been carrying on himself. Business he reports, has not been very good for the past year or so. "In the winter time it is 'goloshes' and now in the summer 'running shoes' which all interferes with the repair man."

THOS. GRAYSON, HAMILTON.

Mr. Thos. Grayson, of Rapid Shoe Repairing Co., 107 James Street North, Hamilton, Ont., and President of the Hamilton Shoe Repair Association, is a strong believer and advocate of a clean, well kept, up-to-date store, including a smartly dressed window which is one of the best mediums of advertising next to good work and quick service. He first opened up in business in Canada 18 years ago at a stand a little further north on James street, but has been in his present store at 107 James for the past 10 years and doing one of the best shoe repairing businesses in the city of Hamilton.

18 years ago there were no such things as Tags used in any Shoe Repair store in that city, so Mr. Grayson immediately adopted the tag system, the same that he had used in the old country for many years, while in business there, and therefore was the first to introduce the tags for shoe repairing, not only in the city of Hamilton, but, we believe, in Canada. At that time a Shoe Finishing Machine for repairs was unknown in Canada and the only solution was to make one himself. He therefore sent to the Standard Shoe Machinery Company, of Leicester, England, and had sent to Canada Finishing pads, scouring wheels, brushes, etc., and made a bench finishing machine driven by a d.c. motor and although the machine has changed hands several times it is still to be found in one of the small stores in Hamilton doing just as good work as it did 18 years or so ago. That we believe was the first bench shoe finishing machine for repairers in that city.

It was Mr. Grayson and Mr. Frank Revell, of Hamilton, who took the first steps towards forming

the Hamilton Shoe Repairers' Association, which Association is one of the most flourishing at the present time, and Mr. Grayson is never too busy to attend to anything that will benefit the Association and its members.

Mr. Grayson takes a great pride in the fact that he was one of those instrumental in forming the first Shoe Repairers' Association in Huddersfield, England, some 20 years ago, and of being its first president. This association is one of the strongest and most flourishing of its kind in the old land at the present time. He takes a great interest in Fraternal Societies, particularly that of the Loyal Order of the Moose, Hamilton, Lodge No. 1142, has been one of its Charter members and has the distinction of having been its first Dictator to have occupied all the Chairs. Mr. Grayson is also a member of the Independent Order of Foresters and a Freemason.

H. HENDERSON, HAMILTON.

Mr. H. Henderson, of Hamilton, Ont., is one of the veterans of the shoe repairing industry in Canada. The members of the trade will regret to learn of his recent bereavement in the loss of his wife. In 1925, just another two years, Mr. Henderson was looking forward to the celebration of his golden wedding—half a century of married life—but death stepped in.

Mr. Henderson has been living in Hamilton for 48 years. He was born in Scotland, and when he first emigrated made his way to the States, but was



Mr. H. Henderson

there only a short time when he decided to come to Canada. In his younger days, he was a noted exponent of the Highland Fling and other Scottish dances, for which he was the recipient of many prizes. He hasn't lost his interest in this form of art yet, and devotes quite a lot of his time to making dancing brogues for Scottish dancers. He gets orders from far and near for this class of work.

On dress shoes, always bevel the edge. It looks better, pleases the customer and wears just as long.

Do you Favor a "Call and Delivery"

Kingston, July 16.

Editor, Footwear in Canada:

A little over three months ago I bought an old established repair business at Kingston, from Robert Kingling and since then have spent several hundred dollars and much time and thought in changing an "old cobblers shop" into a modern and well fitted store. The equipment included stitcher and finisher, but of an old type and I am replacing this with one of the Universal big up-to-date outfits, which I am advised will be installed immediately. I purpose giving two services heretofore unknown to the public of Kingston, i.e.—A fast general while-you-wait service and a call and delivery, for which I am having a telephone installed this morning. I am pleased to say I am doing a real good business—as much as I can personally handle and am looking forward to these new services properly advertised to enable them to employ help. Any suggestions, material and data that you can supply me with that will be helpful in this matter will be sincerely appreciated. Knowing you to be really interested in our welfare and at all times willing to offer any reasonable assistance I have taken the liberty of making this request. I am a new subscriber and have found much that has been helpful to me in your Journal already and am eagerly looking forward to each monthly arrival.

Yours sincerely,

(Sgd.) John Yearsley.

It is certainly a pleasure to receive a letter such as the above. We congratulate Mr. Yearsley on his progressive policy and his plans for offering improved service to the people of Kingston. We decided, when at the recent convention of the Ontario Federation of Shoemakers and Repairers, that our best answer to Mr. Yearsley's enquiries was to refer him to the report of the proceedings. There was a very interesting talk by Mr. Stanley Blowers on the subject of "Advertising" as applied to the repair business, and a most helpful discussion followed it—the gist of which is printed elsewhere in these pages. Mr. Chester F. Craigie, an expert advertising man, likewise offered his counsel on the same subject. Indeed, almost every phase of the business end of operating

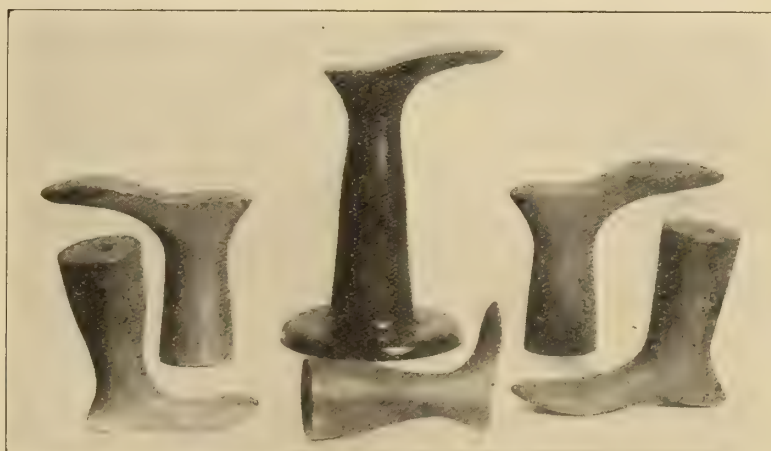
a repair shop was brought up, and a valuable exchange of view took place. The general opinion was that the window was the best medium of publicity for the repair man, and that the newspaper, as a rule, was too expensive for him to use. However, this depends of course, on whether the repairer operates a downtown shop in a central location and is in a position to draw his trade from the city in general and not from one section only. Under such circumstances, he can surely use a live newspaper to advantage, but



Arthur Dash, a prominent Calgary repair man

where he is doing merely a local trade, drawing on the territory immediately surrounding his shop, it is of course out of the question to use a newspaper which covers the whole community—the waste circulation is entirely too great.

In a further endeavor to assist Mr. Yearsley and other repairers who, like him are endeavoring to apply constructive methods to their business, we will print, from issue to issue advertising suggestions, ideas for window cards, etc., which will be of practical value.



Rapid iron lasts, patented by Thomas Grayson, shoe repairer, Hamilton

Something for the Repair Trade to Think About

Repair Men Must Awake to the Fact That Greater Effort is Necessary to Maintain the Ground That Has Been Won—Is Prestige and Prosperity of the Industry Threatened by Public Disgust?

By OLIVER M. BROOKS

That the Shoe Repairing Business is passing through a very critical period—perhaps even the most critical and trying that it has ever experienced—is a fact that must at last be impressing itself upon even the less observant members of the fraternity.

If it were possible, by some stirring speech, some gripping written message or some ringing clarion call to thrill those who follow shoe repairing for a living to the seriousness of the condition that faces the industry, to bring a realization that greater effort must be made to hold the ground, to maintain the prestige that has been won by the trade, much could be done to better conditions and retain that which has already been fought for and achieved. For the remedy for much that ails the business rests with the men who ply it for their daily bread.

Waiting for Something to Happen?

With the first half of the year gone, the summer season well advanced, many of those who have been sitting waiting for something to turn up like the famous character of Dickens' creation, will still find themselves "just sitting" and nothing very much stirring unless it be a despairing uneasiness at the sitting and a vague wondering when and where this Thing is going to end.

It will end when shoe repairers make it end, and not before, unless we run into some unexpected period of national prosperity or artificial inflation just such as that which passed and left behind it the condition in the trade we have now.

A good deal has been said—volumes written about business conditions in general, of inflations, of depressions, of trade trends and readjustments, of buyers' strikes and purchasing reluctance and other contributing facts or that have each been blamed in turn for the slackened pace of business, which in many instances is not living up to expectations and is causing anxious thoughts and expressions.

In part, these things may be affecting shoe repairing. Certainly there are many factors that are bearing strong influence upon the condition of the trade, and since shoe repairing must always be an interdependent business, influenced and affected by other industrial moods and fashions, there are causes, purely local, in many instances whose effect will not be felt in some other sections and must be reckoned with in the light of individual cases.

But it is high time that more repair men look this Thing more squarely in the face, realize to a greater extent how far they themselves are responsible for the conditions that exist, learn to feel that the industry is not just passing through a temporary dull period but it is facing a tremendous issue—is fighting for its place in the sun—its very life and exist-

ence—and that they each and every one are directly responsible for what the outcome will be.

This is not pessimism—for the industry has reached proportions that old-timers never dreamed possible and never did it have a better chance to show what it can do than today—and never was there a time when that effort was more needed or will have greater effect than now. It is Realization of the conditions that exist.

A Damning Accusation

It would come as something of a shock to many could they read the words of one of the foremost authorities on this subject in the United States—a man whose fingers are on the very life arteries of the Repair Trades there, who feels—yes who records—the pulse beats of a business that now runs into the hundreds of millions—written not for publication, but in a friendly and confidential discussion of the tremendous decrease that has been noted in the revenues of the Repair trades as a whole.

In that short summary coming from one so eminently posted on widespread conditions authentically tabulated were two words that, although written in the same sized letters as the rest and without emphasis, seemed to stand out from them—a damning accusation—a challenge to the trade—a blow that gives pause and causes a catch in the breath of those who have the interests of the business at heart—yet a positive statement of undisputable fact.

Just two words—"Public disgust."

Public disgust—at the indifferent materials that have been used—at the poor work that has been done—at the unbusinesslike methods of those in the trade who, having the opportunity of rendering a service, have rendered less, and have charged more. Public disgust, that a trade having before it such boundless opportunities, should fall short of its mission while seeming to serve, by returning shoes entrusted to it for repairs, patched and repaired in part and perhaps still more injured in others. A service rendered only in part, but charged for in full.

Public disgust that has in some cases become purchasing indifference; causing those who could, and did, buy to regard shoe repairing with suspicion—a service not always to be trusted—an investment in which there creeps an element of doubt—something to be sought when there was no other way out.

Delinquents Hurt the Whole Trade

If this condition—this Thing—only reflected on those responsible, it would quickly, by the process of elimination, weed out those who transgress, so that this sickness—this canker eating into the very heart of one of the trade's most valuable assets—Public Confidence—would be quickly removed. But the un-

THE MANITOBA SHOEMAKERS' ASSOCIATION



D. Shulman, Vice-president



J. W. Hardaker, President



W. Morris, Secty-Treas.

fair part is that the business as a whole must suffer for the misdeeds of the delinquents. Those whose work, whose methods, are all that they should be—and it must in all fairness to the industry be said that there are many who put into their work and business all that they know, builders of trade reputation as well as solid business for themselves—find their efforts and the prestige of their business discounted and the industry suffering for the slipshod methods and below-par work of those who either do not know, or do not care, or are so shortsighted as to be unable to see what a boomerang poor workmanship and material and methods of service make.

The good workers, the blameless ones in the trade, are suffering for, and with, the guilty. Those deliberately doing shoddy work in the hopes of "getting by" are injuring the standing of the trade and are striking a blow at every other good man in the business. They become a disease spot that is eating into the heart and healthiness of the trade, a bad spot that must be purged and cleansed till this rot is driven from the parent growth and health and confidence restored.

What Am I in Business For

In a frank discussion of business principles given by Henry Ford, master magnate of commerce, to the *System Magazine*, particularly as he would apply them were he operating a small business—which it must be remembered he once did—he strongly advises the smaller business man not to regard his business from the angle of "What am I making?" but rather "What am I in business for? Whither am I going? What do I want to do?"

Repair man! What are you in business for? Whither are you going?

To make a living—a profit on your business most assuredly.

But is it by rendering a dependable courteous service such as the public eagerly seek—appreciate and willing to pay for? To give honest value for money

received, to win for Shoe Repairing the dignity of being one of the indispensable industries.

Or is it to use Shoe Repairing as an excuse for giving little and taking much, leaving the purchaser with a feeling of distrust, of uncertainty, of disgust that causes them to go away—perhaps without complaining—to return no more to your store or to that of your brother worker?

The question of value and service is not altogether a matter of price. It does not necessarily mean low price and most certainly it does not mean price cutting. Rather it means the reverse, the use of a scale of prices that make possible the utmost development of the solid fundamentals of the trade, the incorporation of the best in materials, in workmanship, in courtesy and understanding service for which the real purchasing portion of the public will willingly pay.

Leading Shops Don't Cut Prices

A striking fact, undeniable in face of a careful survey of the trade, and one to which every repair man can afford to give a little reflective thought, is that while there are a number of good sized repair businesses in the Dominion today, doing enviable business, not a single one of them is operating on a cut price basis nor has any of them been built up on that policy. Rather they can usually be noted for doing a little **better** than other shops in their district, giving more in workmanship or service and **charging** for it.

During a recent extended trip that involved calling upon a great many shoe repairers the writer came across a good example of the reverse of this condition. Entering a shop that was at one time the best in its town, we were struck by the existing conditions. The atmosphere had that stale odour of a shop not frequently used. A few pairs of shoes lay on the counter covered with dust. Under the finishing outfit—a large one—lay an accumulation of dust, trimmings and oil that were patently the collection of months. Scattered articles gave an ap-

pearance of neglect. The windows were soiled, unattractive and in the bottom lay some dead flies, souvenirs of last season. Altogether it was the finest example of an invitation to the public we have seen—to Stay Out!

Nothing to Do?

Interestedly we asked the question "How do you find business?" Without removing his wheezing pipe from his mouth, or his hands from his pockets, one of the partners replied "There isn't any business. We haven't got a d—thing to do."

Not a thing to do! Man! Man! If that is your honest conception of modern business—of attracting and winning the public patronage—of what constitutes an up-to-date Shoe Repair Service—then indeed you uttered a great truth. There is not a thing to do!

The shoe repairer who is not doing as good work, giving as good value and service as anyone in the trade can give is always in danger, for he is running the chance of someone with more advanced ideas coming along with methods and craftsmanship that will permit them to turn out good work at a profit and at an attractive selling price that may be more or less.

The Elimination of the Unfit

This is not a misfortune even for the man who

must eventually be put out of business. It is the inevitable march of progress. The man who cannot, or will not, do business well, who does not deliver the goods has to drop out—or learn to do business well.

Now! While conditions in the repair trade are still such as to cause uneasiness in some quarters—while there is time to think—now is the time for Realization that it is not altogether conditions outside the trade over which we have no control that are hurting business, but this Thing within the industry that is the greatest handicap which has to be fought and overcome before the Repair Trades will again secure the volume of business, the swelling revenues, the success that is the just reward of a service well rendered.

Better craftsmanship, dependable materials and work—in short better repairing, courteous service under inviting conditions and surroundings with charges that are in keeping with the place and services rendered—are the greatest needs of the moment. Effectively applied, they will be the means of winning buyer confidence, the greatest antidote for public disgust and purchasing indifference.

As a yard stick with which to measure this subject, just ask yourself sincerely and honestly with each job that passes through your hands, "If they were my shoes—would I be satisfied—would I willingly pay the price, and come back for more?"

Question and Answer Department

Repair Men are Invited to Submit Problems, Mechanical and Otherwise, to this Department—The Editor will Endeavor to Supply Helpful Solutions in Each Instance

Q. Please answer in your next issue of "Footwear" how to attach a rubber sole on a rubber boot otherwise than vulcanizing. Repairer, Mildmay.

A. The best process other than vulcanizing and the most practical method for the small repair shop, is the straight cementing or sticking process. For this a good grade of rubber cement is necessary.

Prepare the shoe sole by levelling and working up a new surface, preferably by skiving down carefully all over with a thin sharp skiving knife—dipping the blade in clean water if it shows a tendency to stick. Avoid touching the freshly skived surface more than is possible with the hands. Do not leave any spots that have been worn smooth but carefully resurface the whole. Properly and carefully handled, the knife will leave the best surface and needs no further treatment.

Very good results can be obtained by levelling on the bottom buffing roll of the finishing machine, being careful to use an abrasive that cuts fast and clean to avoid "greasing" the rubber. If the prepared bottom shows any signs of grease or oil wash thoroughly with clean gasoline or benzine—preferably outdoors—but for pity's sake keep away from lights for benzine and a match is more deadly than lightning.

Preparing a Rubber Sole

Prepare the sole to be applied by first removing any canvas backing following by a light buffing on the scouring roll to work up a new surface. Failing the buffing roll, use coarse sandpaper upon a stick. Again be careful to keep the fingers off the newly prepared surface.

Apply a thin coat of cement to sole and shoe with a stiff flat brush stroking out evenly—rubbing in thoroughly, carefully covering the whole surface. Set aside to dry. When you think it is dry, leave it to dry for another hour. Keep those fingers from coming into contact with the cement.

Now apply a second coat of cement more liberally and set aside to dry again. Let them dry very thoroughly. Most of all keep those wandering fingers and dust off the cement now.

With the shoe sole bottom up, take the new sole by the back and edge, bending slightly so that the sole centres will come into contact first when bringing together. Be sure of the position before they "kiss" as moving will spoil the stick.

Using a small wooden roller, lay down the bottom by rolling from the centre toward the edge all round. Failing a roller, use a flat faced hammer, patting gently, starting from the centre to work out any air, going carefully over the whole to secure good contact.

Trim off any surplus stock and finish by buffing the edge on the heel scouring wheel.

An especially neat finish can be made by buffing out the edge on a concave wheel and binding the edge lengthwise with a long strip of rubber repair gum, obtainable at any garage supply house in 1 lb. sheets, using exactly the same method of sticking as described for the sole with the exception that the repair gum will not need preparing for cementing.

If the edges of this binding strip are then buffed off, it defies detection to see how the sole is attached. By following these instructions carefully you

will have a sole that nothing will take off without tearing the shoe to pieces.

Taking Bristles off Used Wax Thread

Q. Is there a quick way to take the bristles off a used wax thread? Mike.

A. Sure Mike! Just dip them in a little gasoline and the wax and thread will strip right off clean.

Old Lasts

Q. Where can I buy some old or disused lasts for making shoes? Shoemaker, North Bay.

A. Don't! The shoe last is absolutely one of the prime essentials for building style and saleability into your shoes. To buy old lasts which someone else has discarded means to make an old style or obsolete shoe, about the poorest proposition you could embark on. If you are going to make shoes to sell, buy the most shapely and up to the minute last in the style you want and then you will have a real chance of selling your shoemaking.

What's Wrong with Patching Machine

Q. Can you tell me what to do to my patching machine? The shuttle does not seem to go right and

makes a grating noise sometimes—the machine is nearly new and cannot be worn out. An Old Reader, Sask.

A. Most likely grit has worked from a shoe into the delicate shuttle driving gear. Swing the little needle plate over the shuttle aside and you will note two little round holes. Get a small oil can and pump coal oil into these small holes. Use liberally to flush out any dirt, working the machine gently while so doing. Let stand—wipe thoroughly and then oil up in the same manner with the best grade sewing machine oil. If it does not overcome your trouble advise again and send sample of sewing.

The Extension Cutting Blade

Q. What is the right name of the little knife used to cut shoe uppers in shoe factories? It has a sharp hook-like point and a round handle. I want to get one. Cut Out, Regina.

A. These knives are known as Extension Cutting Blades, and fit into various styles of extension cutting blade handles. The style blade you describe, is known as the short curve. Procurable at any good Shoe Findings house. See the advertisements in "Footwear."

Rubber Vulcanizing From the Repair Man's Viewpoint

A question that seems to be exercising the minds of a good many Shoe Repairers is that of Rubber Vulcanizing as applied to rubber footwear as an added feature of the repair shop.

There is no question that the best means of repairing anything that is made of rubber and has once been vulcanized is by vulcanizing again. Vulcanizing, as everyone knows, is more or less a curing or hardening process of specially prepared rubber or gum by the application of the required number of degrees of heat for a pre-determined period.

There are specially designed outfits available for the repairing of rubber boots, hot water bottles and the hundred and one other items made of rubber that occasionally need repairing. Usually these outfits take the form of a hollow cast iron table through which steam is passed either from some direct steam line or from a small boiler supplied with the outfit.

Quite a number of auto tire vulcanizing outfits are provided with extra devices for the repairing of rubber footwear. Various forms or molds as they are called, are provided in this table and specially prepared work after having an air bag or cushion blown up inside is clamped into this mould for the vulcanizing part of the operation and after being subject to heat for a given period is removed, buffed and is finished.

Wide Variety in Shoes Complicates Vulcanizing

Shoes are possibly one of the most difficult articles to handle on a vulcanizer, owing to the unending variety of sizes and shapes and the consequent difficulty of preparation. Just how successful it can be made from the shoe repair man's point of view depends a great deal on the man—the location and the amount of rubberwork available.

In a mining town or lumbering centre where a great quantity of the better grade and more expensive gum rubbers are worn, it is possible that a sufficiently good volume of business could be worked up to show a profit—for volume in this as in shoe repairing, is all important—but it certainly would not pay the average "about town" shoe repairer to invest in elaborate vulcanizing equipment.

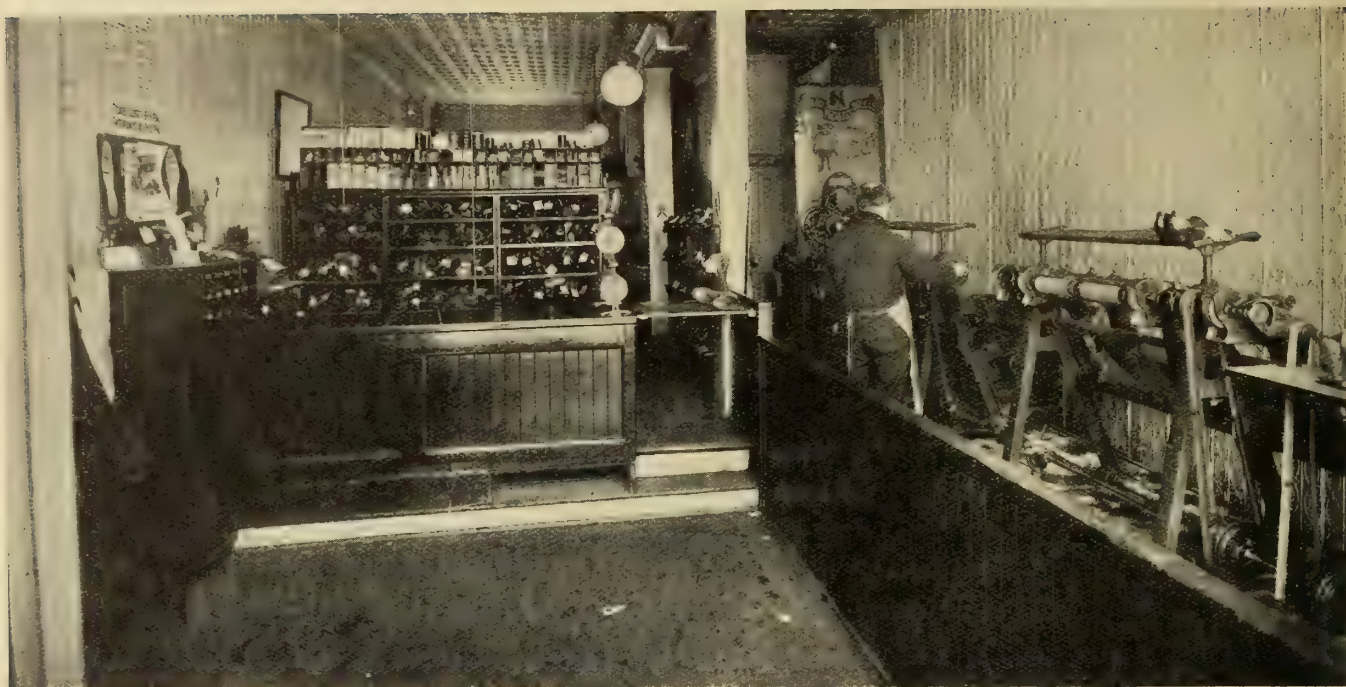
Vulcanizing auto tires has had a great vogue and without doubt was the source of a good profit to many—but there is this difference, the tire man would frequently be working on a 25 dollar tire doing perhaps say a 3 to 5 dollar job—while the shoemaker would be expected to do a 25c or 50c job on a pair of \$1.25 overshoes. The preparatory work is very similar in both cases and cannot be hurried without producing poor work.

Worth Investigation if Large Volume of Work Available

With a good volume of the better class work available—knee boots, hip boots, gum rubbers, snag proofs, etc.,—there would be chances of a profit, but the big drawback in the average location is the fact that the work is too miscellaneous and scattered and the average shoe or other article brought for repairs too low in value to stand the tax it would be necessary to charge for a repair job to pay for the time involved.

One could not charge \$1.50 for soles on a pair of overshoes that can be purchased new for \$1.30, while the preparation of such a job would take just as long as the average leather soled job.

Cost of material is not prohibitive, and is perhaps a little less than for leather work, while the prices charged on the better class rubber boots is about the same as for equivalent leather work.



Interior of Goodyear Shoe Repair Works, 272 Hargrave St., Winnipeg

A Progressive Shoe Repair Shop in Western Ontario

One of the most up-to-date and modern shoe repair shops in Western Canada is the Goodyear Shoe Repair Works, located at 272 Hargrave St., Winnipeg, the owner of this progressive business being Mr. James R. C. May. The business was established in 1912, at the present address. The machinery consists of a 24 foot Goodyear repair outfit, and two Goodyear stitchers, one for men's work and the other for ladies'. The firm has its own cutting press and dyes, and usual skivers and splitters.

An Excellent Location

The store is situated in one of the best down town districts, being only a few yards off Portage Avenue, right opposite the T. Eaton Co. A large portion of Mr. May's business is obtained from the several thousand employees of the T. Eaton Co., although he draws his customers from all parts of the city, as well as a fair amount of country business. There are two waiting rooms, one for ladies, and one for men. These waiting rooms always contain a good supply of the latest periodicals.

The business has been built up on a cash and carry basis, and "while you wait" trade, the latter being restricted to customers wearing and taking off their shoes in the store. Mr. May is a strong believer in advertising, using the daily papers, theatre programs, etc.

A special feature of the business is its Saturday store closes at 1 p.m. and the balance of the year at 2 p.m. This is stated to be the only shoe repair store in Winnipeg giving its employees this privilege. Mr. May operates on a one-price, top-quality basis and

declares this policy is always superior to that of having more than one grade of work

The staff consists of four men, one girl, and a boy. The counter and waiting rooms are in charge of the young lady.

"Some Boot"

Mr. May has a display boot which was reported some time ago in an American paper as being the largest boot in existence. It measures six feet in length, four feet six inches high, and three feet six inches in width at the widest point and is used for parade and carnival advertising. Quality and service have had a lot to do with building up the reputation that the firm enjoys.

Care in Trimming Edges

When shoes are made at the factories the soles are not made with an allowance for the repairer to trim off when putting on a tap. They are not made any wider than they should be to look just right when new, and so to avoid hurting the appearance as well as the wear of the new soles, the repairer should avoid trimming off more of the old edge than is absolutely necessary. Too much trimming destroys the balance of the shoe in that it gives the wearers' foot a tendency to throw over toward the outside ball and bring more wear at that point. When the edge is left full it throws the foot the other way and so tends to make the wear more even. This helps to keep the shoe looking better and prolongs the life of it, thus giving greater satisfaction to the wearer.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

E. J. Smith, leather and findings, has moved his premises from 2465 Dundas St. West, Toronto, to 45 Front St., East.

The stock and store of Fred Kickley, King St., West, Hamilton, has been taken over by Wallace Smith, it is stated.

Howard Blachford, of Toronto, had just returned from a brief vacation in the Muskoka district when "Footwear" last saw him. He liked it so well up there, he says he is going back shortly.

J. Burman contemplates opening up a shoe store on Water Street, St. Mary's, Ont., with a line of boots and shoes and gent's furnishings.

W. H. Semple, manager of Truro, N.S. Branch Kaufman Rubber Co., Ltd., left on July 7 for a trip to the Western Canada coast, with Mr. L. B. Hutchison, manager of Toronto Branch Kaufman Rubber Co., Ltd., on an inspection trip of the several Western branches.

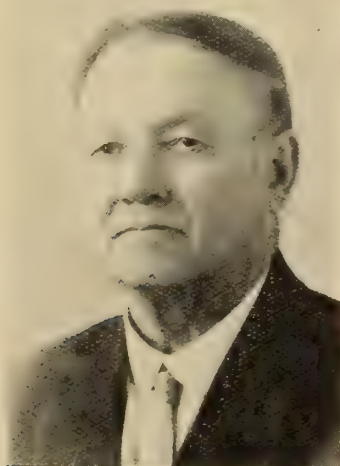
The W. L. Conner Shoe Co. Ltd., (W. L. Conner, manager) Truro, N.S., have opened up a shoe retail business at 10 Inglis St. with a complete line of new and reasonable shoes. They have had the store re-decorated and a silent salesman installed. The store opened on Friday July 13th,

G. Lamouroux are now conducting the business under the firm name "Dangerfield's Reg'd," at 213-215 Notre Dame St., West. They are devoting themselves exclusively to fine, hand-made custom work, as in the past.

Damage estimated at \$5,000 was caused by a fire which broke out in the store of Eugene Dubois, St. Valier St., Quebec City. It is thought was started as a result of the use of a gasoline torch by painters who were renovating the exterior of the building.

The Princess Shoe Co., Ltd., Montreal, has been incorporated with an authorized capital stock of \$50,000.

Mr. Harrington, a shoemaker in business in Agassiz, B.C., suffered injury recently when he accidentally set a pot of gasoline ablaze.



A. A. Lind, Standard Shoe Repairing System, Winnipeg

1923, which date we hope will be a good omen for success.

The Manhattan Shoe Co., K. N. Saba, Manager, 123 Yonge St., will extend its premises by taking in the store at 125 Yonge Street where alterations are at present under way.

The new shoe factory which is being built in Tilsonburg will be completed about the first week in October. It will be occupied by the Norfolk Shoe Company who will move their machinery from the old factory at Simcoe.

James McKee will open a store for the sale of boots and shoes in Port Perry, about the 1st of August.

H. S. Sears of Aylmer, Ont., has recently taken over the retail shoe business from his father, Mr. George Sears.

The partnership of the Le Page Brady Co., Ltd., Charlottetown, P.E.I., was dissolved recently, and the Le Page Shoe Co., Ltd., continues at the old stand, while the Brady Footwear Co. has opened a shoe store on Queen St., with Mr. Victor Chaisson as junior partner.

A reorganization has taken place in the retail firm of Dangerfield's, Montreal. Albert C. Archambault and Aime



Geo. H. Llewellyn, member of executive, Hamilton Shoe Repairers' Association

Fifty Dollars worth of leather soles and shoemakers tools were stolen recently from N. Chamlerlain's shoe repair shop at 39 Bromby St., Montreal. The robbers evidently entered the shop by using false keys.

J. H. Gammon has recently bought out a retail shoe and repairing business, formerly operated by H. J. Timson, at West Lorne, Ont.

Harry T. Wood, a veteran shoemaker, resident in Yarmouth, N. S., passed away recently as a result of heart trouble. Mr. Wood was a native of St. John, N.B., and was 69 years of age. He moved from Middleton to Yarmouth about ten years ago, and following that had been employed by the H. H. Crosby Co., Hebron, but of late years he conducted a shoemaking shop on Cliff Street.

It is reported that Collingwood is negotiating with the Empire Shoe Co., Toronto, to take over the plant of the Gourlay Shoe Co., which is owned by the town.

Messrs. E. M. Simpson has opened a small but up-to-date shoe store at 95 Agricola Street, Halifax, which is situated in growing business section of the city.

T. L. Parkman & Co., are carrying on the wholesale shoe business formerly operated by Robert Taylor Co., Ltd., at 156 Granville St., Halifax. Parkman & Co. were previ-

ously in the wholesale business at Montague, P.E.I., and moved their stock and business to Halifax about the middle of April. They report that the change has brought them improved business in a satisfactory measure. They have the agency for the rubber footwear lines of Gutta Percha & Rubber, Ltd., Toronto. Their operations are confined to the Maritime Provinces.

Notes from the Maritimes

The Dominion Rubber System (Maritime) Ltd., have moved their quarters from King St. to the premises recently occupied by the Brown Paper Box Co. on Canterbury St. The change will afford greatly improved facilities for shipping and stock arrangement. Col. A. E. Massie is in charge of the branch.

An early closing by-law was recently passed by the Common Council of St. John, whereby all shoe stores and others handling shoes must close, or curtain off their shoe department at six o'clock every night throughout the year, with the exception of Friday night during June, July and August, night previous to a holiday, the last three weeks in December and the first two weeks in January. This law was put through at the instance of 75% of those engaged in the shoe business in St. John.

The K. & H. Boot Shop, Fredericton, N.B., has recently changed hands.

The McRobbie Shoe Co. at St. John have closed out their business. This is one of the old established shoe houses of the city and the name McRobbie has long been connected with good footwear in this locality. The closing of the business was made necessary on account of the ill-health of Mr. J. H. McRobbie, a circumstance which his many acquaintances throughout the trade will regret to learn. At last reports, we hear that Mr. McRobbie is on his way to Vancouver, where he will make his home in future.

V. E. Taplin, of Toronto, was in St. John, N.B., recently, demonstrating his Natural Tread shoes.

H. F. Wiesel, of Halifax, N.S., has been in St. John on a short visit.

Miss Anna Wiesel, of Wiesel Brothers, is spending her vacation in the Laurentians.



W. J. Farnden, Brantford, a repairer who has taken active part in association affairs in that city

Murray's Shoe Store, of Halifax, N.S., is going out of business. It is understood that Mr. Murray is establishing himself in Truro, N.S., but in some other line than shoes.

"Clearance Sales" are many in the Maritimes these days. Not only is new merchandise being used to "sweeten up" the values but in many instances colored hosiery is offered with colored shoes at big reductions.

Novelty footwear continues to have the first call, and stores that do not keep pace with the demand are finding business quiet.

The white season was a dead issue this year, there being so much sport footwear being worn, and most merchants are working hard to clear their stock of "whites."

Fall Buying

Merchants have done very little buying for fall so far, and with few exceptions the bulk of it is yet to be done. The majority are holding off to see the effect of the recent style shows on the present styles. The general feeling is that it is going to be another low shoe season this fall and winter.



A. Johnson, past-president Brantford Shoe Repairers' Assn.

A. Cormier has recently been appointed factory superintendent of the Tred-Rite Shoe Factory at Otterville, in succession to Mr. Geo. Williams. Mr. Cormier is well known to this trade, having been with the Copeland Pack Shoe Company of Midland, Ont., for many years prior to his new appointment.

Messrs. John Agnew Ltd., who have been operating a retail shoe store for the past year at Norwich, Ont., have recently removed to a more convenient store in the same town, under the management of Mr. C. Cummings. The present store is far more adaptable for this class of business.

E. Farnden, Jr., late of Brantford, Ont., has recently opened a retail shoe store at Simcoe, Ont.

Isadore Lavine has opened a shoe business in Hamilton, Ont.

Shoe Fasteners, Ltd., Toronto, have obtained a charter.

The Fraserville Shoe Co., Ltd., Riviere du Loup, Que., has been dissolved.

The firm of Frederick Whitley & Co., leather merchants, Montreal, has been dissolved.

The Canadian Stitchdown Co., Montreal, has been registered by Jean Royer & James Tabrett.

International Hide & Fur Co., Winnipeg, has registered in province of Saskatchewan.

H. C. Schrank is commencing in the shoe business at Climax, Sask.

C. Courtois, shoemaker, Prince Albert, Sask., is reported discontinued.

Moses Ostrovsky, shoe dealer, has opened up in Regina, Sask.

A. Duwez, has opened a shoe repair business at Shaunavon.

The People's Shoe Association, 410 Hobberlin Bldg., Toronto, has recently been registered.

M. Cooper, shoe dealer, Ottawa, suffered smoke and water damage recently. Insured.

Arthur Laroche, shoe dealer, Montreal, registered.



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Encouraging Signs on the Business Horizon

A real business depression is always something to be feared, but an imaginary one need never get beyond control. At the present time we must not let our fears get the upper hand of our better judgment. If we are pessimistic enough we can no doubt bring on a very much depressed business condition. On the other hand if we try hard enough we can keep the "bogey" away. The danger today is that people are beginning to take it for granted that business is getting worse, instead of better, and in spite of the fact that they have never admitted that it was reasonably good. The fact is that business has only been fair—but generally speaking it has been improving slowly. It is improving yet. If we judge by the signs, and not by our superstitions, it will continue to improve.

This is the impression one gets from moving about among the trades. There is no lack of money for essentials. There is no unemployment.

Manufacturers in various lines, including footwear are reasonably busy; some of them very busy. For example the Myles Shoe Company report orders ahead to keep their factory at full pressure for several weeks. Blachford Shoe Company say the same. Getty & Scott and Scott-McHale are busy at their Galt and London plants. The Galt Shoe Company says—"Yes, fairly busy." Hurlbuts are running along nicely in Preston. The story is almost the same wherever one goes. It looks as if the next few weeks will see all our factories operating almost to capacity again.

A Montreal Manufacturer's View of the Present Situation

Existing Conditions Require the Exercise of Patience and Judgment in Shoe and Leather Trades

"While I am not a pessimist, far from it, candour compels me to declare that conditions, both in manufacturing and retailing, are not very satisfactory," says Mr. Joseph Daoust, President, Daoust & Cie. "I look, however, for a considerable improvement, and believe that we may reasonably expect a good spring trade. Manufacturers can sell many more shoes, but it is better, in my opinion, to restrict sales rather than do a larger business, and take bigger risks.

"Competition for good accounts is keen. There are I think, too many factories, and our productive capacity is more than equal to the consumption, due in one respect to the enlargement of plants. A majority of the factories are not working up to half their capacity. There is a tendency for prices of raw materials to rise, and I do not see how shoes can be made any cheaper than at present.

"The city trade is fair, but large stocks have been placed on the market, owing to failures, and prices are consequently low, these stocks coming into competition with new goods. Everybody is looking for cheap goods. The country business is a little better, but the trouble is that the farmers are not in a position to buy freely, because of the low prices of agri-

cultural produce. Most commodities are still comparatively high, due to the cost of labour, taxes, etc., so that farmers have to pay good prices for the things he requires while he is not getting profitable prices for his produce.

"This is naturally a dull time of the year, as we are between seasons. But I think we shall soon see the end of the forced selling of stocks, to which I referred, and that we may anticipate an improvement in the shoe trade.

"With regard to the leather situation, there is very little demand for staple descriptions. Fancy leathers are selling well, as the demand is now very largely for novelty shoes. The prices of staple leathers are low, and tanners are not making money—the reverse in fact, and I anticipate a rise in the values of these leathers and of sole leather. There are large stocks of hides and skins in Canada, sufficient indeed to allow of an export trade.

"The present period is one requiring the exercise of patience and judgment in both the shoe and leather industries. It is not a time for expansion, but rather for the adoption of a conservative policy, for closely watching accounts, and for carefully sizing up the situation."

General Opinion is that Early Fall Will See Trade Improvement

As expected in the trade generally there has not been much change in leather, boot and shoe, rubber and felt lines in recent weeks. While there is no prediction over the possibilities this fall, the atmosphere of optimism that prevailed last month is still apparent among the manufacturers. The last few weeks have not been marked by any new developments, plants being operated on the same basis with no shut-downs except in one or two instances in the leather boot and shoe industry in which, however, shipping departments are kept open. The expectations of the manufacturer generally are that by September there will be a marked change in the trade all things being equal, the assumption being based on the present state of the retail trade in which shelves are empty, on the fruits from the big western crop and the opening of school, besides the usual awakening that follows the summer period. Should the anticipated western crop bring the price or a figure near that which the grower is hoping for manufacturers see nothing to prevent a revival. Some are so optimistic as to believe that by the middle of August the effect of the big crop will be apparent in the boot and shoe industries and that there will be activity in all factories. This opinion, however, is not general and is perhaps over optimistic, though our Kitchener correspondent states that it harmonizes with the opinion of the retail trade in that locality, which anticipates

that the industrial population of the community will start to buy more freely next month. However, owing to the fortunate position of the community occasioned by its variety of industries and the consequent general employment that has prevailed not only in the manufacturing industry but in the building trade and public works, the local retail situation cannot be taken as any indication of the possibilities of the trade from coast to coast and the opinion of the manufacturer is more conservative.

Hide Market Firmer

What little change has taken place recently has been in the direction of more business, but whether this is the beginning of a general and permanent revival remains to be seen. The hide market it is interesting to note is somewhat firmer, prices having gone up half a cent a pound last week as compared to that of the previous week. In the boot and shoe line the quiet period is confined to the leather products while in the felt and rubber lines plants are being operated eight or nine hours a day and longer for 5-1/2 days in the week. The leather boot and shoe plants, however, are all being operated except in one or two instances where the output has been curtailed within the last couple of weeks by reducing the staffs for the present or closing the plant for two or three weeks. On the other hand a few plants

have met with an increased number of orders and are filling these, but in these instances manufacturers are non-committal as to the permanency of the improved conditions. Western Ontario is still the field from which the best results are being secured in all lines.

Staple Lines Offer Some Business

Owing to the period of continued quiet in the retail trade most manufacturers of leather boots and shoes are not making any particular effort to secure business and salesmen are taking holidays. On account of the heavy cost of operation under increasing competitive conditions it is claimed to be economy to allow the trade to take its course for the time being and to await the end of next month. This applies particularly to those industries specializing in the higher grade lines. Staple products, medium priced children's shoes and heavy workmen's lines, however, offer some business. In the last instance the effect of the long winter and the sudden opening of summer are apparent. Manufacturers were not called upon in the spring to fill many orders and now are meeting with calls from the retailer for shipments. In one instance a firm engaged in this line is experiencing a period of activity with favorable prospects for the rest of the year. There is an opinion in the industry generally that before the close of the present year it will be apparent that the greater part of the business of the year has been done in the last six months which may bring the showing for the whole year up to a mark not far from the best year in the post war period. The opinion seems to be that by the middle of next month there will be the first indications of a permanent revival. In fact in the children's lines it would not be surprising to manufacturers if there were a sudden rush with orders by the retailer on the manufacturer who may find some difficulty in filing the orders on schedule time. It is not believed, however, there will be general revival before September when the result of the big wheat crop of Western Canada and the prices will have been definitely established.

Felt Manufacturers Busy

In the felt line all plants are busy filling orders for the fall and winter trade which have come from the retailer. Expectations of the previous month have been realized and it is anticipated that the year will close with the best showing since the peak of the war and post war periods. While there is still a hesitancy on the part of the consumer to buy, retailers have not the stocks to meet the requirements even under these conditions and realizing the situation they have placed their orders. Business with the felt manufacturer has therefore improved in the natural course of events and further the manufacturer who has put forth extra effort has secured favorable results. One of the features of the industry at the present time is the call for felt used in other lines than the shoe industry. A considerable part of the felt products is being turned out for the Canadian market and for use in divers industries of which the automobile industry is only one. One local felt plant is being operated 24 hours a day on its footwear and felt orders. It is confidently expected that the present conditions in the industry generally will last until the end of the year.

The Rubber Footwear Situation

In the rubber footwear line all plants have been well engaged during the past few weeks but as the

period for canvas and light summer shoes is drawing to a close the stage has been reached where the usual transition from these lines to the general and heavier lines takes place, orders for which were placed in the spring following the issuing of price lists. As customary a holiday period is being enjoyed by operating staffs in the fore part of August after which plants will be put into full operation filling the place orders. By the middle of the month therefore normal operations will have been resumed which will be continued until well on in the fall.

Polish Market for Rubber Footwear

Due to climatic conditions, the Polish market for rubber galoshes is large, considering the purchasing power of the people, says the United States Commerce Reports. In view of the extreme depreciation of the Polish mark, the good sales of Swedish galoshes (notably the Tretorn brand) at prices fully equal to if not exceeding American levels was a feature during the past winter. It is to be noted that where the above brand is for relatively unattractive and heavy models, the workmanship and materials are of the best, and each shoe carries a two-year replacement guaranty. The competition during the winter was chiefly from German and British makes of inferior quality, offered at materially lower prices. The success of the Tretorn products was probably due to a personally conducted sales and advertising campaign, while other makes were pushed only by correspondence.

Meeting of Wholesalers' Ass'n.

About thirty members of the Shoe Wholesalers' Association of Canada attended the semi-annual meeting held on July 19 at the Queen's Hotel, Montreal. Mr. J. A. McLaren, of the J. A. McLaren Co., Toronto, presided.

Mr. Joseph Pocock, of the London Shoe Co. Ltd., was elected one of the Ontario representatives on the executive committee.

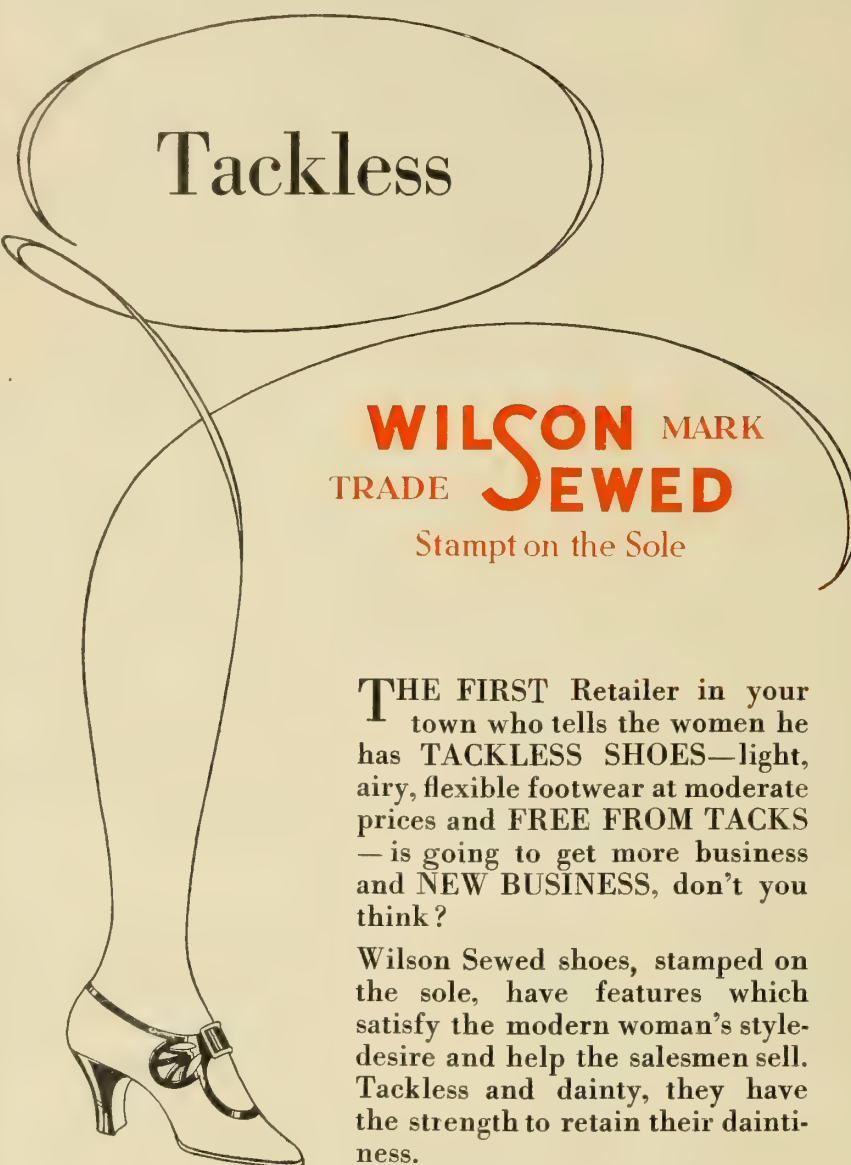
The members discussed in detail some of the urgent problems of the shoe trade, particularly in relation to present conditions, and it was decided that wholesalers when buying goods should give preference to those manufacturers who gave adequate protection to bona fide wholesale accounts.

A committee representing the association was appointed to confer with a committee of the manufacturers selling to the wholesale trade with a view to securing closer co-operation between the two sections of the trade. It is hoped to arrange a meeting between the committees during the Shoe Show at the Canadian National Exhibition in Toronto.

The meeting also discussed the operation of the new Sales' Tax as it will affect the wholesale shoe trade.

Early Closing a Success

East Hamilton shoe merchants have been closing Wednesday afternoons and the arrangement is proving very satisfactory on the whole, though there are a few stores which have not fallen in line with the idea and are as a result not very popular with their fellow retailers.



Tackless

WILSON MARK TRADE SEWED

Stamp on the Sole

THE FIRST Retailer in your town who tells the women he has **TACKLESS SHOES**—light, airy, flexible footwear at moderate prices and **FREE FROM TACKS**—is going to get more business and **NEW BUSINESS**, don't you think?

Wilson Sewed shoes, stamped on the sole, have features which satisfy the modern woman's style-desire and help the salesmen sell. Tackless and dainty, they have the strength to retain their daintiness.

Economical—because any licensed manufacturer can make them with his regular lasts and standard USMC machinery plus one or two Wilson machines—giving you and your customers greater shoe-making values, dollar for dollar, without tacks.

To All
Manufacturers

You, too, can make Wilson Sewed with welt or McKay equipment on regular welt, turn, or McKay lasts—USMC machines and service assure.

*The trend of the times is
toward Wilson Sewed!
Let us mail you Booklet F*

Address all Inquiries

Wilson Process Incorporated

Canadian Pacific Building
City of New York



SHORT STITCHES

For the return of a lost dog, a man in Boston recently offered a reward of two-weeks vacation with a motor-car and chauffeur—all expenses paid. From more than 200 canine candidates he picked his long-sought dog—because he knew just how the right dog was marked.

The public is practically offering a reward for light, flexible, stylish footwear **FREE FROM TACKS!** Many manufacturers make the right kind—and you'll recognize them by the mark—the Wilson Sewed mark, stamped on the sole.



Note these photographs—two steps in making Wilson Sewed shoes **TACKLESS**, flexible, fashionable, and durable—all the way from feather-edge slippers to skating boots!

All lasting-tacks have been pulled, uppers and linings drawn close to the wood and fastened by the same method and machine used in regular welts, filler and shank laid ready for the outsole; yet the simplified type of Wilson Sewed shoes may be made with McKay-speed and economy—**WITHOUT TACKS**, with turn-daintiness and welt-strength—**WITHOUT THE ADDED COST.**

Both McKay-stitched and higher grade Wilson Sewed Shoes with insoles free from stitches **ARE TACKLESS**—better to sell and better to wear because they win the reward of public approval by giving better style-and-service values.

Boost the Made-in-Canada Shoe Exhibit at the C.N.E.

Arrangements for the second annual display of Canadian made shoe and allied products of the Canadian National Exhibition, Toronto, Aug. 25 - Sept. 8, are now practically complete. All the 52 booths have been taken. These are now constructed on a uniform plan, somewhat on the lines of those at last year's exhibition.

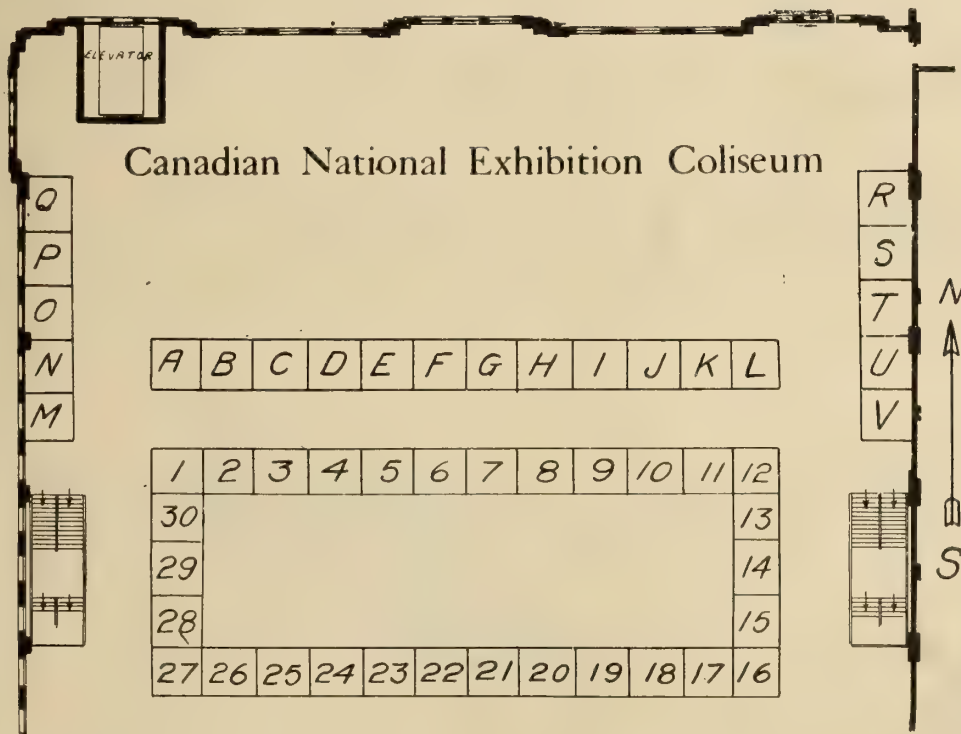
A meeting of the executive of the Shoe Manufacturers' Association of Canada will be held during the time of the Exhibition, while other meetings of the shoe trade are contemplated.

From what can be learned there is every reason to expect that the display will be a pronounced success. It cannot fail to impress visitors with the excell-

ence of Canadian made shoes, looked at from the points of style, quality and variety. Canadian Shoe Manufacturers may be proud of their achievements and of the progress which they have made within recent years—and the display is one of the best methods of telling and showing the public that Canada can and does produce goods of the very highest merit.

Show cards have been distributed to retailers for display in their windows. These read: "You are invited to visit the display of Canadian-made shoes and allied products, second floor, Coliseum Building, Canadian National Exhibition, Toronto, Aug. 25 - Sept. 8."

Directory of Footwear Section at the Canadian National Exhibition



The above is a plan of the north section of the second floor, West Annex, Coliseum Building, at the Exhibition ground, Toronto. On the right is an alphabetical list of the firms taking part in the Made-in-Canada exhibit, with the numbers of the booths at which they will be located.

Ahrens, Chas. A. Ltd.	25
Beardmore & Co.	A-B-C-D
Bell, J. & T. Ltd.	12
Blachford Shoe Mfg. Co.	11
Brandon Shoe Co.	24
Columbus Rubber Co. of Montreal	F
Clarke & Co., A. R.	E
Canadian Shoes, Ltd.	O
Defender Shoe Co.	6
Davis Leather Co.	G
Duchaine & Perkins	19
Eagle Shoe Co.	13
Edwards & Edwards	I-J
Getty & Scott, Ltd.	5
Gutta Percha & Rubber, Ltd. S	
Hamilton Shoe Co., W. B. ..	18
Hartt Boot & Shoe Co.	7-8
Hurlbut Co.	1-30
Kingsbury Footwear Co.	16
MacFarlane Shoe, Ltd.	27-28
Miner Rubber Co.	L
McPherson Co., John	V
Miner Shoe Co.	K
Murray Shoe Co.	15
Owens-Elmes Mfg. Co.	10
Perth Shoe Co.	14
Ritchie Co., John	17
Robson Leather Co.	H
Slater Shoe Co.	23
Smardon Shoe Co.	25
Scott-McHale, Ltd.	4
Talbot Shoe Co.	N-M
Tebbutt Shoe & Leather Co	3
Tilley, Chas. & Son	2
Tred-Rite Shoe Co.	26
United Shoe Machinery Co. of Canada	T-U
Walker-Parker Co.	9
Weston Shoe Co.	20
Williams Shoe, Ltd.	21-22
Witchell Sheill Co. of Canada	P-Q

For years the name
LAWRENCE has
_____ had a definite meaning, _____
and, through long service to the Industry,
the Buyers of To-day
agree with the Buyers
of Yesterday that

“Lawrence Leathers Are Reliable Leathers”

A. C. Lawrence Leather Co.

210 South Street, Boston, Mass.

NEW YORK PHILADELPHIA CHICAGO ST. LOUIS
ROCHESTER CINCINNATI MILWAUKEE



Joins Sales Staff of A. E. Marois, Ltd.

E. E. Laberge, who is very well known in the Province of Quebec, is at present on the sales force of A. E. Marois, Limited, Quebec. Mr. Laberge will cover the whole of the Province of Quebec and Ottawa.

A Recent Incorporation

The Laval Shoe Manufacturing Co. Ltd., 322 Papineau Ave., Montreal, has been incorporated recently, with a capital of \$50,000.00 to succeed The Ideal Shoe Co. Ltd. There has been a complete change in the personnel of the management. The new firm will specialize in novelties, putting in all kinds of new lasts, patterns, etc. The plant has a capacity of 600 pairs daily, and it is the intention to run to full capacity.

Metropolitan Shoe Co. Moves Offices

The offices of the Metropolitan Shoe Company, Montreal, have been transferred to those of Daoust, Lalonde and Company, Limited, 49 Victoria Square, Montreal. This has necessitated a re-arrangement of the latter's offices. The sample room has been removed from the rear of the building on the first floor to the front position, while the space formerly occupied by the sample room has been utilised by extending the accommodation for the clerks.

Better Opportunities of Overseas Trade

Herbert Kenworthy, of Kenworthy Bros. of Canada, has just returned from an extended business

trip to England, Scotland, and France. Mr. Kenworthy says that he found a marked improvement in the business over there and was successful in doing some very nice business.

Activities of Credit Bureau

The Shoe Trade Credit Bureau is proving a great success. Between 2,500 and 3,000 reports are being sent out weekly from the office, Board of Trade, Montreal.

Canada Has a New Shoe Factory

A new shoe factory has been established at Windsor, Ont., by Witchell Sheill Co., of Detroit, Mich. This firm was founded twenty-five years ago in Detroit and does an extensive business throughout the States and overseas. In Canada they will operate under the name, "Witchell Sheill Co., of Canada, Ltd. They produce a general line of footwear, but their specialty is shoes for the hunter, fisherman, athlete and gymnast. The new factory in Windsor occupies a four-storey building, 164 x 150 feet, and will have a capacity of 1,500 pair per day. On all their lines, the trade name "Witch-Elk" appears.

The Witchell Sheill Co. will show their product at the Canadian National Exhibition in booths Nos. P. and Q. of the shoe exhibit section. No doubt many Canadian shoe retailers will be interested to see their lines, which include baseball shoes, golf shoes, tennis shoes, gymnasium shoes, sprinting shoes, jumping shoes, hockey shoes, lacrosse shoes, football shoes, as well as hunting and prospectors' boots.

Seen at the Boston Style Show

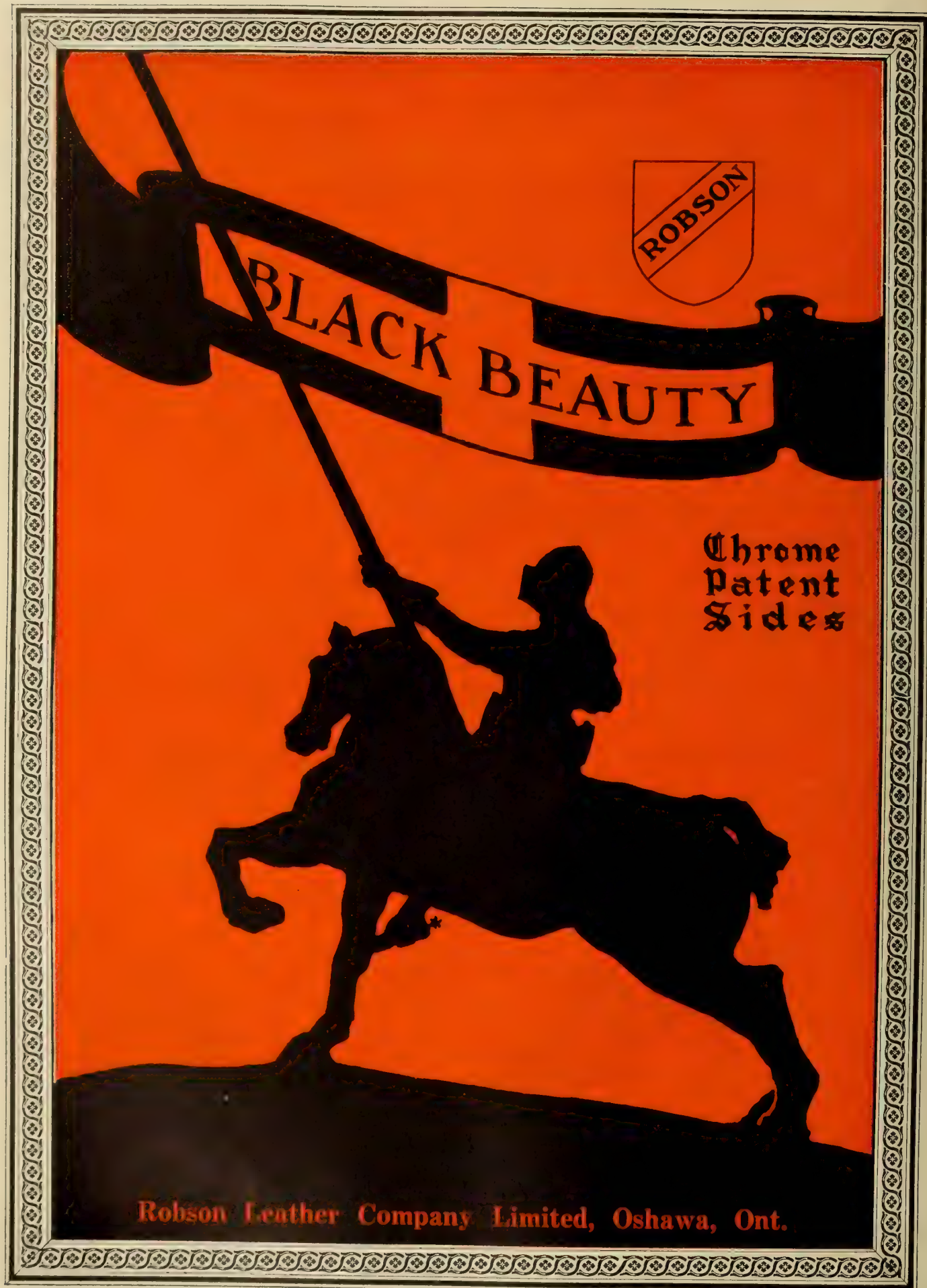
Typical Examples Illustrating the Trend for Fall as Indicated by Manufacturers' Displays at Recent Exhibit



The three-strap model shown above is of field mouse gray ooze with contrasting binding. This is but one of the many types being produced in the New England centres showing the cross strap. Some models of this type have two straps, others a single strap. Side perforations are here shown. In others of the same type inlays are used. In some a plain strap is used without the contrasted binding.

The model shown on the right is in brown ooze with kid trim and side gorings. The body and trim of the shoe while of different leathers are of the same color, as is also the side goring of elastic. Heel is slightly higher than heretofore and vamp is short with rounded toe, giving appearance of small size. Full-throated effect is very evident. Generally it may be said that colors used in this type of shoes will be uniform this fall.





Shoe Company's Scheme of Profit-Sharing

Real Inducement for Employees to Stay with Firm

How a man can earn a snug fortune of something over \$7,000 in twenty years in addition to his regular wage income, yet never having to deposit to exceed \$1.00 per week, is told in a pamphlet issued to the employees of a shoe manufacturing firm.

The plan is one of the many benefits employees obtain from the management for which nothing is asked except that such plans engender loyalty among the employees.

The savings plan is very simple. Any employee is eligible to join the Employees' Savings and Profit Sharing Fund. There is no advance fee of any sort. Whenever an employee joins, he or she obligate themselves to deposit not to exceed 5 per cent. of the salary each week in the fund.

At the end of the year the company puts into the fund as a bonus 25 per cent. of the net earnings of the company. During the past two years this has amounted to a little more the \$2.00 for every \$1.00 deposited by the employees. The fund thus obtained is invested in preferred stock of the company, which pays 7 per cent. dividend.

A practical instance is afforded by a boy of 20 years of age, who is learning the cutter's trade. His salary is \$20.00 per week. He deposits \$1.00 per week in the Savings & Profit Sharing Fund, which amounts to \$52.00 per year. By the time he is 40 years of age he will have actually deposited \$1040 in the Savings & Profit Sharing Fund, but, based on the company's past donations to the fund, he will receive \$7,181.43. A man earning \$40.00 a week would by depositing \$2.00 a week have \$14,362.86 to his credit at the end of twenty years.

When it is borne in mind that the average man of 40 possesses only about a week's salary it can readily be appreciated that \$7,181.43 is a nice amount to have for investment purposes.

The fund is administered by five directors—two chosen from the officers of the company and three from among the depositors. To obtain the full benefits, an employee must deposit every week for ten years, but the employees may withdraw their deposits plus 7 per cent. interest at any time. However, such withdrawals lose the company's additional deposits. Withdrawal in case of a girl employee, or death or permanent disability in case of any employee, entitles them to withdrawal of their deposits, the company's deposits and 7 per cent. interest on the entire amount withdrawn.

The plan is open to any employee and will result in making a large group of men and women independent when they are ready to retire from active labor.

It is not so much the machinery of this association that has made it eminently successful as the human spirit in which it has been approached. The stockholders of the company have been ahead of the times in labor management. They have realized the greatness of the problem and have approached it, believing that the workers in the shoe factory are as human and

susceptible to the benefits of profits as the employers themselves.

The idea has also persisted that, if a body of shoe workers inside a plant were vitally interested in the profits of the establishment, the quality of goods, on which the profits must depend, would uniformly increase,—Shoe and Leather Facts.

Notes from Western Ontario Centres

J. C. Breithaupt, (Breithaupt Leather Co.) and family are holidaying for three weeks at Sans Souci, Georgian Bay.

W. A. Lane, Kitchener, was on a business trip to Toronto, Peterboro and other central Ontario points the last half of last week.

Keith Moffat of the Robson Leather Co., Oshawa, was in Kitchener last week.

Fred Duften, of Ontario street, Kitchener, has disposed of his upper leather business and has removed to Toronto, where has joined the selling staff of Edwards and Edwards, sheep skin tanners. A. W. Puncher, formerly of the Lang Tanning Company Ltd., and the Breithaupt Co. Ltd., has taken over the business.

L. O. Breithaupt, (Breithaupt Leather Co.) and family are holidaying in the Penetang district for several weeks.

Elmer Davis of A. Davis and Sons, Kingston, visited Kitchener recently.

Among Kitchener shoe manufacturers who are enjoying the breezes from the lakes are Ald. A. A. Armbrust of the Lady Belle Shoe Co. Ltd., who is holidaying at Port Dalhousie, Alex. Inrig of the same company at Grand Bend, C. A. Ahrens of the C. A. Ahrens and Co. Ltd., and Irwin Greb of the Greb Shoe Co. Ltd., both of Grand Bend.

Among Kitchener boot and shoe men who attended the International Shoe and style show at Boston recently, were Oscar Rumpel and Mr. Harry McKellar of the Oscar Rumpel Felt Boot Company, Ald. Fred Ahrens of the C. A. Ahrens and Co. Ltd.

C. Hurlbut of the Hurlbut Shoe Co. Ltd., Preston and Mrs. Hurlbut, and Mr. Charles Iredale attended the International Shoe and Style Shoe at Boston recently.

Harvey Graber, manager of the Ames Holden Felt Boot Company, and Mrs. Graber, were in Montreal recently, the former making a business call at the head office.

Fred Summers, of Fred Whitley and Co., of Montreal, was a recent visitor in Kitchener.

N. Fuhrman of the sales staff of C. J. Seyler, retailer, Kitchener, is holidaying at Utica, N. Y.

The Greb Shoe Co. Ltd., have added to their sales staff, L. Heon of Sherbrooke, Que., now representing the company in the province of Quebec.

The Kitchener Import Company, the personnel of which consists of two Twin City men, C. A. Richardson and Geo. H. Aletter, and which was organized some months ago, is now filling orders, being located at 150 East King Street. The firm, which claims to be the only one in Canada that deals in European products for the shoe trade, import shoe linings, slipper upper material, imitation seal upper binding, silk compounds and slipper ornaments of various kinds. Substantial orders are reported both from Ontario and Quebec factories.

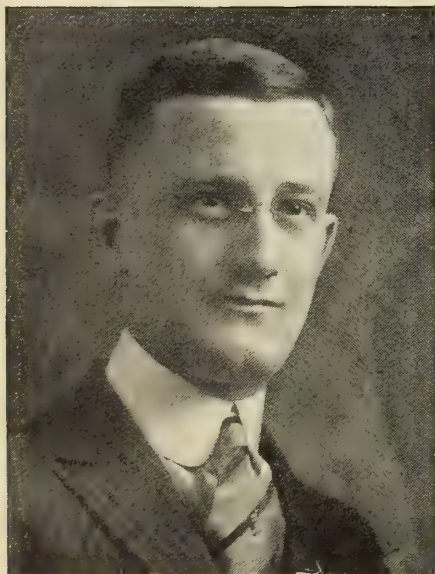
A Page with The Travelling Men

George E. Fortin

There are two ways of learning a business—from the bottom to the top and from the top to the bottom. It is obvious that the former is the most desirable and is likely to be the most thorough. In that connection, it is equally obvious that a shoe traveller who has had practical experience in manufacturing and also knows something of the retail side is pretty well equipped for his job. There are of course other essentials for success in travelling, such as tact, judgment, and a good stock of patience.

Mr. George E. Fortin is one of the many shoe travellers who commenced from the bottom. He was born at Henryville, P. Q., but knows little about his native place, as at a very early age his father moved to Manchester, N. H., one of the shoe towns of the States. Here he gained his practical experience, with the firm of F. M. Hoyt Shoe Company. Coming back to Canada, Mr. Fortin was employed as a clerk in the stores of George G. Gales and Company and The Walkover Shoe Company, Montreal.

The next step was to join the ranks of the travellers. He became the representative in the Province



George E. Fortin

of Quebec of George E. Boulter, Toronto, carrying the McPherson and Newport samples. About four months ago he was appointed representative for the Province of Quebec of Philip Jacobi, the wholesale distributor in Canada of the Hurlbut shoe. For the convenience of customers, a branch warehouse was opened at 152 Peel Street, Montreal, Mr. Fortin being in charge. This branch serves as an office, sample room and warehouse, with a capacity of about 10,000 pairs of the Hurlbut lines. It is a well furnished branch, the sample room being divided off from the stock room. Visitors will find the walls decorated with advertising pictures featuring the Hurlbut goods, many of these being very good examples of publicity and printing.

Mr. Fortin is a believer in the value of association

work, and is Vice-President of the Eastern section of the National Shoe and Leather Travellers' Association.

J. A. Belanger

J. A. Belanger has joined the staff of The United Last Co. Ltd., and will cover all territory in Quebec



J. A. Belanger

and the Lower Provinces. Mr. Belanger has been connected with the last business for the past 15 years, and is well known amongst the shoe trade in Canada.

A. H. Steen

A. H. Steen has joined the staff of The United Last Co. Ltd. Mr. Steen was formerly with The Berlin Rubber Co. years ago, following which, he went to the Merchants Rubber Co., the Elmira Rub-



A. H. Steen

ber Co., and then Ames Holden McCready Co. Ltd. With these different firms, he was rubber, shoe, last and pattern designer. Mr. Steen will handle the Rubber Shoe Trade generally for Canada.

Insoling Material of Merit

Kendex

KENDEX Insoles channel perfectly and hold stitches firmly.

They remain firm, flexible, and retain their natural cushion.

They conform readily to the feet and eliminate callouses.

They are non-conductors of heat and cold thus keeping the feet warm in Winter and cool in Summer.

Specify KENDEX Insoles in your next shoe order. Your Customers are Guaranteed Real Foot Comfort.

Kaneva

Kaneva Insoling intended for McKays.

Holds stitches perfectly.

Very flexible the long way and rigid across the insole.

Permits of close even lasting.

Unaffected by moisture.

Very durable and light in weight.

Made either felt backed or plain.

Comes in rolls insuring economical cutting.

McKay manufacturers, have you investigated the Kendex Sock Lining? Put it in the shoe before the levelling process. The stitches will imbed themselves in the Kendex, making a perfectly smooth insole. It is unaffected by the moisture and stays permanently in the shoe. Made in three colors, Oak, Grey and White.

Remember "The Feeling of the Feet is Reflected in the 'Face"—Wear Kendex

KENWORTHY BROS. OF CANADA, LIMITED

St. Johns, P. Q.

Montreal Address, 224 Lemoine St.

Representative Wanted

Leading British shoe manufacturer is open to receive applications for agency in Canada. Has a good line of shoes for men and women and offers attractive terms to agent. Apply Box 354 Footwear in Canada, Toronto. 8

Wanted

Three or four foot "GEARLESS SOLE CUTTER" immediately for cash. Please state lowest price. Box 349, Footwear in Canada, Toronto 8

FOR SALE—Shoe Store in Ottawa city, good business location, low rent, stock clean and up-to-date, terms to suit purchaser, good reason for selling. This is a snap for someone. Apply Box 331, Footwear in Canada, Toronto. 8

A Snap For Someone

On account of continued ill-health, I will rent my Repair Shop, fully equipped with U.S.M.C Finisher and Patcher and Tools, etc., for \$15.00 a month (building included), with the option of buying if you wish to investigate for yourself. Apply 102 Colborne St. West, Brantford, Ont. Advertiser is a member of the Local Shoe Repairing Association and Ontario Federation of Shoemakers and Repairing. 8

Whitney & Westley, Ltd., of Burton Latimer, Northamptonshire, England, desire representation of their goods in Canada and are prepared to open negotiations with a first class buying agency. Manufacturers of Gents' Best and Medium Grade Weltd and Machine Sewn Goods at very competitive prices. Sole agency can be arranged. 8

SHOE SHANKS

McKay Turns and Welts

All Steel
Leatherboard
Leatherboard & Steel
Leatherboard & Wood

Remember that each Steel is
specially tempered

Write for our Samples and Prices

**The H. W. Steel Shank & Specialty
Company Limited**
Preston Ont.

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST. 1915

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.



BRANCH:
566 ST. VALIER STREET
QUEBEC

To Our Customers

Our earnest desire is to make this business mean something more to you than merely a place to buy something you need. We want to know you and to have you think of transactions with us as dealings between friends.

We are human and likely to err at times. If you ever have reason to feel that we have fallen short in any way, please tell us so frankly. We are constantly trying to improve our service and your suggestions will be sincerely appreciated.

You would be surprised to know how much the growth of this company has been due to the recommendations of its friends.

Your influence among your friends and business associates is more valuable to us than any advertising we could do.

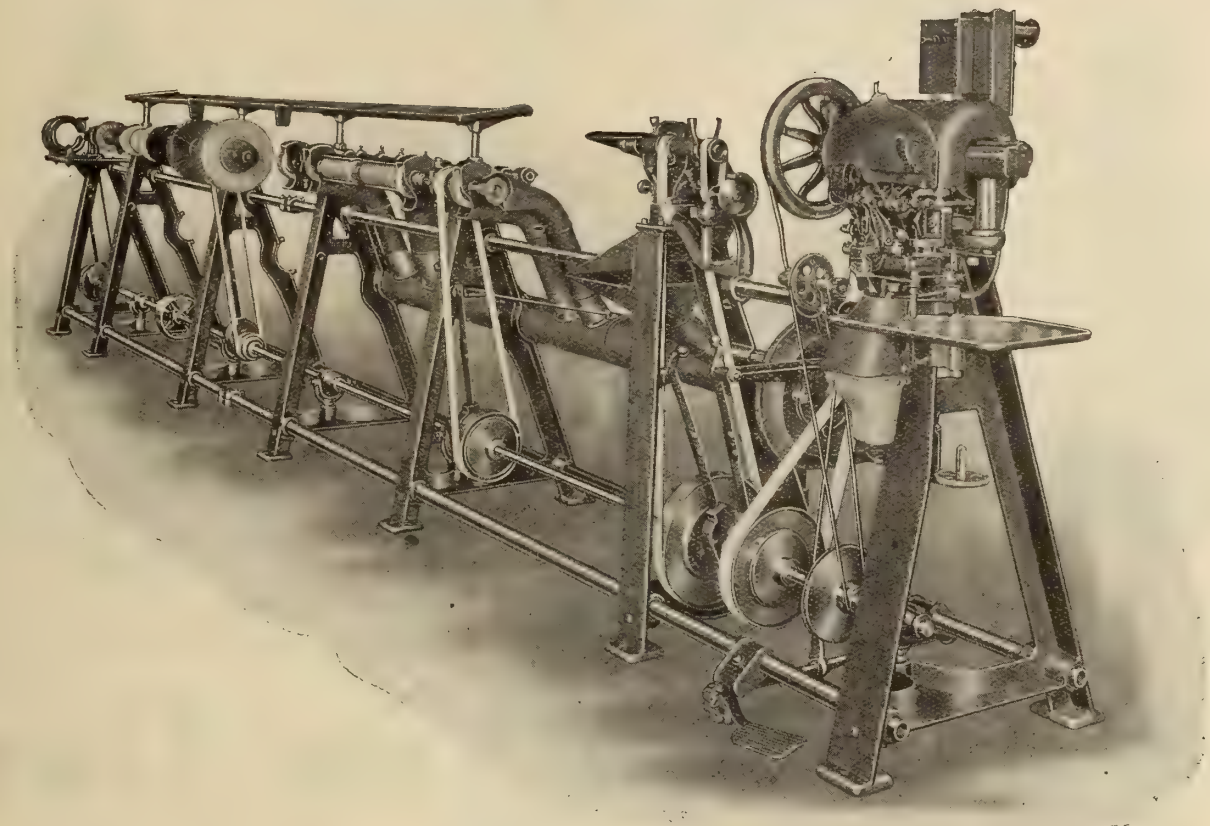
This is an institution of service and we want you to make it as useful as possible in every way.

McDOWELL & LINCOLN
LIMITED

formerly
INTERNATIONAL SUPPLY COMPANY

WILL YOU BE READY

To Handle the Fall Season Shoe Repairing
to Good Advantage



*Illustrating the 22 ft. Goodyear Outfit showing Skate Sharpening Machine on separate leg—
Produced in our Montreal Factory*

SUITABLE EQUIPMENT IS ESSENTIAL

It Inspires Confidence. Attracts and Builds Permanent Business.

Increases Production. Earns Larger Profits.

Built in a Size for Every Business—A Style for Every Need

Supplied on Easy Terms That You Can Afford

We can also Supply the Bradbury Patching Machine

Write for Illustrated Catalogue and Prices NOW

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

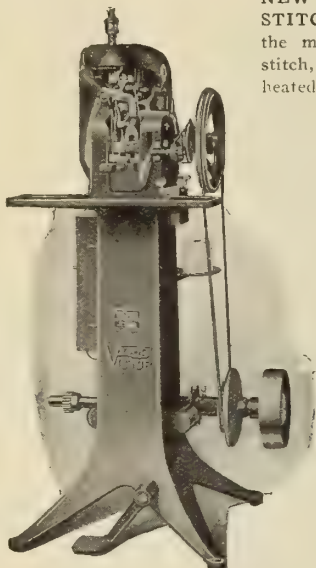
QUEBEC
28 Demers Street

First Cost is the Only Cost

Victor offers you a line of factory type machines — thoroughly guaranteed — for which the first cost is the only cost.

Sold on Easy Terms

NEW MODEL "K" VICTOR OUTSOLE STITCHER—the most efficient machine on the market for outsole stitching. Lock-stitch, curve needle, and awl, electrically heated.



NEW MODEL "S" VICTOR ROUGH ROUNDING MACHINE. Price \$90.00 F.O.B. Lynn, Mass. Terms \$15.00 cash with order. Balance \$6.00 per month. Equipped with 1-6 H.P. Motor (to operate from night socket) Price \$125.00 F.O.B. Lynn, Mass. Terms \$25.00 cash with order, balance \$8.00 per month.



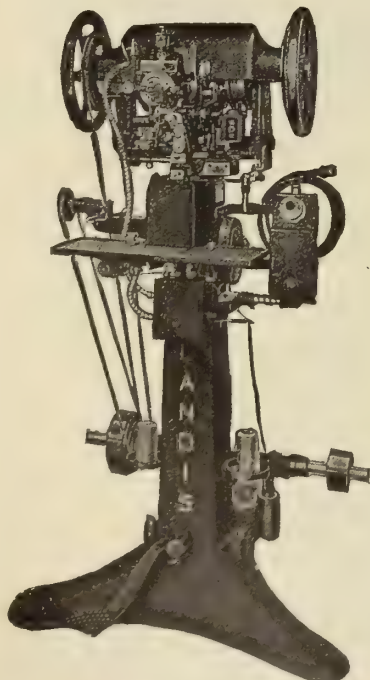
VICTOR SHOE MACHINERY CO.

1-11 Willow St., Lynn, Mass.

Canadian Jobbers:

C. Parsons & Son, Ltd., 79 Front St. East, Toronto;
Kieffer Bros., 96 Prince St., Montreal, Que.; H. W.
Upham, Moncton, N.B.

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St. S. Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., 1515 N. 25th St., St. Louis, U.S.A.



The Only One
of Its Kind



THE increased care taken in the selection of proper shoes for children is nowhere more evident than in the remarkable sale of Globe Shoes. These are all that good shoes should be—roomy, comfortable, long wearing and neat appearing.

The Only Genuine Good-
year Welt Made with
a Pillow Welt Insole

Globe Shoe Limited, Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,
Carried in stock by Alfred Lambert, Inc., Montreal

Maritime Provinces:

W. J. Gard,
47 Rupert Street,
Amherst, Nova Scotia

Ontario:

Charles Newton,
169 Park Side Drive
Toronto, Ontario

Western Travelling Representative:

W. E. Short,
1429 City Hall Avenue,
Montreal

FOOTWEAR IN CANADA



The illustration depicts a golf course scene. In the foreground, a golfer wearing a green jacket, a light-colored cap, and patterned trousers is captured in the middle of a golf swing. A caddy, dressed in a light-colored suit and a flat cap, stands nearby holding a golf bag. In the background, a two-story clubhouse with a thatched roof and several chimneys sits on a grassy hill. A large, dark, leafy tree stands to the left of the clubhouse. The sky is a solid green color.



A.R.C.
BRAND

PATENT

Wherever a patent of finest quality is required, Clarke's A.R.C. Brand must be the inevitable choice. No other patent approaches it in beauty, consistency and wearing qualities.

See us at Booth E, Coliseum Bldg., C.N.E.

A.R. CLARKE & CO. LTD.

MONTREAL TORONTO QUEBEC



A pair of white patent golf shoes with dark leather accents and laces, shown from a side-on perspective.

Footwear in Canada

A National
of the
Journal

Shoe
& Kindred
Industries

Tipperary



Shoes

Brownie



Placing season is now open. Be sure to see the complete line of samples of this popular line. Salesmen are now out from Halifax to Vancouver, and it will pay you to wait for the Tipperary Salesman.

The Columbus Rubber Co., of Montreal LIMITED

Branches at Montreal, Ottawa, Toronto, Winnipeg and Calgary

The Acme of Walking Comfort and Service

BEST for your customers,
best for you. They wear
twice as long as the best leath-
er, are more flexible and more
comfortable on the feet.

Panco Taps are an aid to neat
repair work. They take less
time to put on, look better,
won't pull off, don't crack and
are absolutely waterproof.

*Wise Shoe Manufacturers
are now making shoes with
Panco Soles and Panco
Heels.*

The Panther Rubber Co.

Limited

Sherbrooke

Que.



CANADA'S OWN PRODUCTS



IN-STOCK SERVICE



No. 6027 Brown Calf Oxford, Walking Heel.

No. 6028 Brown Calf Oxford, Cuban Heel.

\$4.35

Net 30 days

Net 45 West and Maritime

These lines are carried in stock in three widths, and you can order any quantity, in any size or width, as follows:

B—4	to	8
C—2½	to	8
D—2	to	8

Write for instock folder illustrating all lines carried in stock

Perth Shoe Company, Limited

Perth :- Ontario

W. S. PETTES
Room 413, Windsor Hotel
Montreal, Que.

H. B. McGEE
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON,
511 Bower Bldg.,
Vancouver, B. C.

*Manufacturers
Merchants, Consumers*

demand

EINSTEIN'S

Permanent Lustre Satin

The pre-eminence of Einstein's Satin
has been earned and held by
adherence to the ideals of Quality

J. Einstein, Limited

314 Notre Dame St., West,

Montreal

THE ARCH PRESERVER SHOE

KEEP sales coming in all the time. Increase your profits with new business and maintain the volume of business. Sell the shoe that men want, that they buy regularly in spite of seasons—and then your prosperity will be continuous.

The Arch Preserver Shoe brings men back and back again for more pairs; it pleases them so well that they send their friends—building business steadily, holding it securely. Everything that can be in a shoe is in the Arch Preserver Shoe. Style foot health, comfort, good wear.

Write for particulars on this line today.

Made in Canada by
The Talbot Shoe Co. Ltd.
St. Thomas, Ont.
under special license from E. T. Wright & Co. Inc.





Women's patent leather, cross strap Pump, perforated collar and quarter, saddle straps and collar champagne color. 16/8, 1½ Spanish heel.

Our lines for Autumn, 1923, and Spring, 1924, present a large variety of beautiful models and careful workmanship.

As always, our lines follow style innovations, representing the latest on the market.

Examine our samples before purchasing, as they contain values that every merchant should have in stock.

Our travellers will be out on September 15th. Wait for them.

DUFRESNE & LOCKE LIMITED

2665 Ontario Street East Montreal, P. Q.

ANNOUNCEMENT



Are pleased to inform their many friends, that they have extended their lines to include Misses' and Gents' McKays and Imitation Goodyears, all High Grade.

The increasing popularity of our Women's Lines prompted us to meet the demand for Misses and Gents, thereby enabling our customers to carry the Complete line of Crescent Shoes.

This increased production enables us to give better values, last minute styles and better service.

See Our New Fall Models

Travellers Now Out

J. F. Bluteau
Chas. Newton
G. A. Armstrong
St. Regis Hotel

Prov. of Quebec
Prov. of Ontario
Western Canada
Calgary, Alta.

Crescent Shoe Co.

864 Laurier Ave., E.

Montreal



Brighten Up Your Fall Stock with "Footgloves"

New "Footglove" styles, materials and lasts are now being shown which will materially add to the pulling power of your fall and winter displays. The quality and workmanship of this famous old English line will prove a revelation to you if you are not already acquainted with it. We will gladly supply you with full particulars of this line.

Canadian Representative:

A. J. Machin, 327 King St. East, Hamilton, Ont.



John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
 ENGLAND



Better Displays AND Bigger Sales with **DALE DISPLAY FIXTURES**

Merchants and Display Men! If you are interested in making your displays real attention-getters, call and see our

NEW SHOE STANDS

If you cannot visit our show-rooms, write for our new catalogues.

Dale Display Fixtures Limited

(Dale Wax Figure Co., Ltd.) 86 York Street Toronto

Canada's Leading Display Fixture House

Montreal—P. R. Munro, 520 New Birks Bldg. Vancouver—E. R. Bollat, & Son, Mercantile Bldg. Winnipeg—Obrien, Allan & Co., Phoenix Bldg.

CHARACTER SHOES

For Wholesalers Only

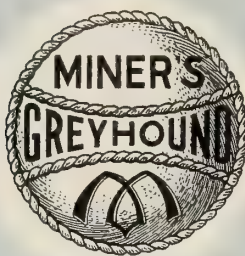
Anticipating the requirements of our many customers, we are now ready with our new Fall and Spring 1924 Models; each one bearing that mark of Quality and distinction so characteristic of all our lines.

In view of the above, we ask you to closely examine our lines before purchasing; or drop us a line for samples and prices.

Gagnon, Lachapelle & Hebert Ltd.

55 Kent St.

Montreal



The MINER RUBBER CO. Limited

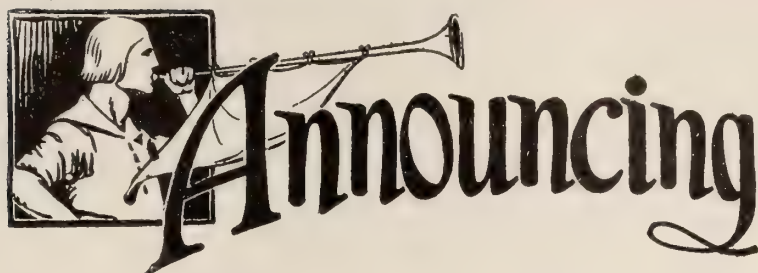
Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh, Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh, Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

The merchant with a distinctive line wins out in the long run.

The Scout and Guide Emblems on the soles of Miner's Tennis Shoes make them a distinctive, quick-selling line.

If you investigate our claims you will probably give us your Tennis Placing Order.



A New Up-to-date Plant

The Norfolk Shoe Co., Ltd., will shortly move into their new home at Tillsonburg, Ontario. The new plant, which is to be under the management of L. C. Van Geel, is equipped to handle 1200 pairs of high grade staple shoes per day. These will include Women's, Misses', Children's, Boys', Youths' and Lads'. Calf, Box Kip and Pebble leathers will be used and the lasts are snappy and up-to-the-minute in every respect.



The new owners of the Norfolk Shoe Co., Ltd., are anxious that you should have full particulars of this line and will welcome your enquiries for samples and prices.

L. C. Van Geel
General Manager

The Tillsonburg Shoe Company Limited

Tillsonburg staples have long been the "bread-and-butter" line of a large percentage of Canadian retailers. They have built up a reputation for value, quality of materials and workmanship that extends throughout the Dominion. The growth of their sale has been steady and natural, each season witnessing a substantial increase over the preceding one. For the coming season new lasts and patterns have been added, which materially increase their attractiveness. If you have not yet seen these—write us today for samples.

The Tillsonburg range consists of Men's, Boys', Youths' and Lads' and this, together with the Norfolk lines mentioned above, enables us to offer a complete service for all the family.

L. C. Van Geel
General Manager

Wholesale Only

A Complete Line of Footwear for the Hunter, Fisherman, Athlete and Gymnast



Witchell & Sheill
TRADE MARK REGISTERED

Footwear made in Canada. Quality at **right** prices.

High-cut Boots for Ladies and Gentlemen. Golf, Tennis, Base Ball, Foot Ball, Gymnasium, Basket Ball, Bowling, Hockey, Running, Jumping, Cricket, Lacrosse, Outing and Sport shoes of every style.

Agencies open for live merchants
Write for catalog.

WITCHELL - SHEILL COMPANY
OF CANADA LIMITED

Manufacturers of Boots, Outing and Athletic Footwear

Windsor - Ontario
Canada



Push Known Goods

"The merchant who knows how to make money is the merchant who knows how to turn his money often. Without quick turnover there is no profit. And with unknown goods quick turnover is impossible.

"Unknown goods are dust collectors. Invariably they are baited with a big margin of profit—that is, a big margin of profit when sold.

"The wise merchant of to-day is not fooled by margins. It is better, and he knows it, to work on a small margin and get it often, than to try for a big margin and get it now and then. Expense goes on with painful regularity, but profit comes only with sales.

"Quick turnover is only possible with known goods. What the public knows about, they will buy without argument and with the least possible sales effort. This is true of a five-cent candy bar and it is true of a \$10,000 automobile. The buyer does not need to be introduced to merchandise with which he is already acquainted.

"To push known goods is to build confidence. When the buyer is offered an unheard-of article he becomes suspicious. He may not say so, and he may not look it, but he is suspicious just the same. He will ask this question of himself: 'Why am I offered this article, and why are they so anxious to sell it to me instead of something I have known about for years?'

"The safe course is to tie up with merchandise that the manufacturer is spending money to make known to the public. Known goods make known dealers."

* * *

FLEET FOOT SHOES and DOMINION RUBBERS
are the only nationally advertised lines of their kind in
Canada.

The Spring Placing Trip for Fleet Foot opens on
September 17th, 1923.

Dominion Rubber System Limited

HEAD OFFICE, MONTREAL

HUMBERSTONE

NON-RIP^{Reg'd}

SANDALS



*Black Brown
and Tan*

Send for Samples Today
A card will bring them

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

Wholesale Only

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00
DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.
CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan
\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

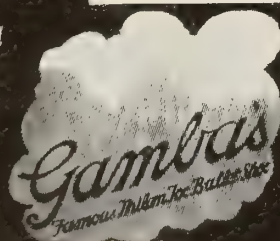
A.L. GAMBA 46 Dean Street,
London W1 & Milan



Agent for Canada:—

A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoo,
Ox. London"



FOR OVER 20 YEARS

Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.

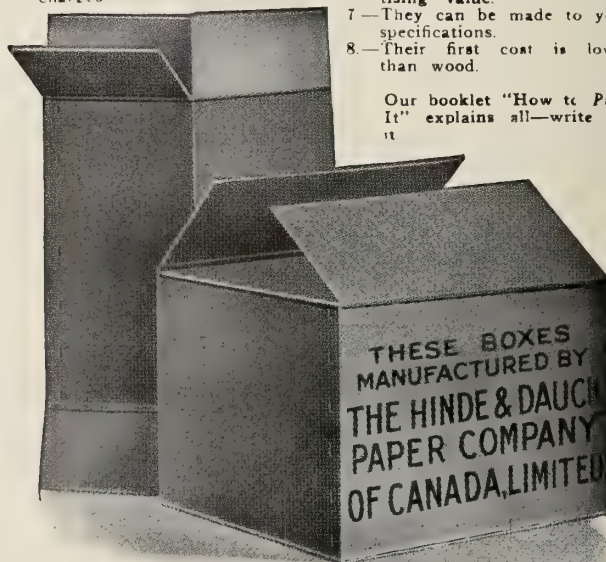
The position of Toe Dancing in England today
is Testimony to their Excellence

We Can Save Money for You on Your Shipping & Packing

H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it



THESE BOXES
MANUFACTURED BY
THE HINDE & DAUCH
PAPER COMPANY
OF CANADA, LIMITED

The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO



Shoemakers to Wholesalers only

The Brand

That is Backed by Years of
Successful Shoemaking



When you consider that since 1865, Yamaska Brand shoes have been sold on actual value basis, it is convincing proof that you are not running any risk.

For honest wear in every pair, insist on having Yamaska Brand.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

AN IDEAL COMBINATION

Phillips Soles and Heels



Phillips "Military"

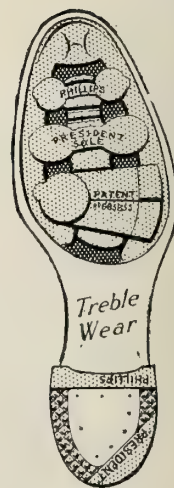
For those who do not care to wear Rubbers. They'll outwear several pair, are lighter, easier on the feet, look better, prolong the life of the shoe, in fact, are the only satisfactory sole for every purpose.

Feature "PHILLIPS" prominently the next few months. We'll supply display material that pulls. Send your orders promptly

Immediate service our motto

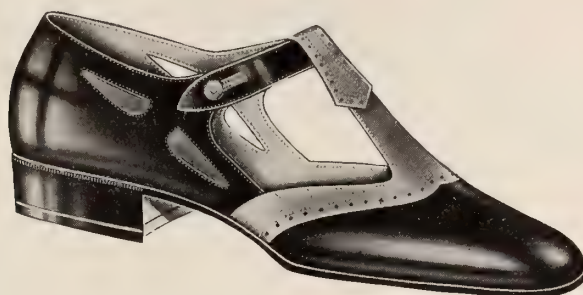
Write for samples and prices

DISTRIBUTORS OF B. B. POLISHES FOR THE PROVINCE OF QUEBEC



Phillips "President"

R. L. BROWN 60 ST. PAUL ST., EAST
— MONTREAL —



Egyptian patent leather sandal, with kid collar, and front bar made in different colors. Military, Cuban or Louis heel. Immediate and spring deliveries, 1924

The Egyptian sandal has come to stay, if increasing demand is an indication.

The above illustrated model is built on exceedingly pleasing lines. Its elegance and good taste make it a popular seller.

See our line of Egyptian shoes before placing your order, offering as they do excellent values you would be well advised to carry in stock.

DAOUST, LALONDE & CO., Limited
45 to 49 Victoria Square. MONTREAL, QUE.

Branch: The Metropolitan Shoe Co., 49 Victoria Sq.



A Mark of Merit
That Distinguishes
“GUTTA
PERCHA”
Canvas Shoes
Merit Marks Their Superiority

When you offer your customers “Gutta Percha” Canvas Shoes, they know and you know, that you are offering an article of established quality and good repute. The name has been made widely familiar by advertising, and the merit of these reliable shoes has convinced all who have worn them. This makes them easy and quick to sell—which means definitely increased revenue for you.

Manufactured Exclusively By

Gutta Percha & Rubber Limited

Head Offices and Factories, Toronto

Branches from Coast to Coast

Here They Are--

Women's Goodyear Welt Shoes to Retail
at \$5, \$6, and \$7



Cross Strap
Pattern

"Thrill"
Last

One of our many models

We have always been the "Low Price" manufacturers of men's Goodyear welt and still hold that enviable position.

For years our customers have urged us to make women's welts; we have now decided to comply with their request and are offering a most extensive assortment of the very latest styles, built on exceptionally attractive lasts and clothed in the latest patterns.

Each line is exclusive and charged with that Snap and Pep that has always characterized our men's lines.

This new department is in the charge of skilled workmen, who have always specialized in the making of women's welts, thus assuring that feminine exclusiveness.

Reserve your orders for women's popular priced shoes, until you have had an opportunity to examine the complete range.

Travellers are now out.

Tetrault Shoe Manufacturing Co., Ltd.
Montreal

LARGEST SHOE MANUFACTURERS IN CANADA

Brogues are the Vogue for Spring



Picadilly
Pattern

"Scotty"
Last

This Exclusive Brogue is one of the many attractive models which we are featuring for Spring.

Oxfords will be in great demand and the enterprising merchant should make a careful selection—keeping in mind the public demand for popular prices.

Tetrault Shoe Manufacturing Co., Ltd.
Montreal

LARGEST SHOE MANUFACTURERS IN CANADA

Canadian Stitchdowns Speak for Themselves



Show Them
To Your
Customers

Men's Women's Youth's Children's

They're "JUST A LITTLE BETTER" because we specialize in stitchdowns and leave nothing undone that goes toward the making of satisfied customers. Every pair gives real long wear.

Sandals

Indications point to the fact that there will be an even bigger run on these lines next season, and we would advise that you see our range before placing. Nothing freakish, good lasts and in all the popular leathers and colors.



CANADIAN STITCHDOWN COMPANY

287 AIRD AVE., MONTREAL

The Style Factor --- ---

--- --- *in Selling Shoes*

NO manufacturer or dealer can ever overlook the fact that styles, more than any other consideration, influence sales. Every dealer will want to know as early as possible what general style features will predominate in the 1924 Spring models. There will, therefore, be intense interest in the October issue of

FOOTWEAR ^{IN} CANADA

This will be our Annual

Spring Styles Number

Manufacturers should use it to make their premier announcements. Buyers will watch for it and they will be governed very largely in their purchases by the leads this issue will supply in the news and editorial pages, and also in the advertisements. A strong, definite group of optimistic advertisements from shoe manufacturers will help tremendously to crystalize the buying sentiment, and good business all around will result.

Footwear in Canada

347 Adelaide St. West, Toronto
119 Board of Trade Bldg., Montreal

Vancouver Winnipeg Chicago
New York Boston

We shall be glad to co-operate with any manufacturer in the preparation of copy. We have ideas that we believe will be regarded as constructive and beneficial.

"LITTLE BEAUTY WELTS"

Children's Chrome Sole Shoes Sizes 1 to 5

Patent one strap

Patent Vamp, white top

Patent Vamp, black dull top

All black kid boot

All brown kid boot

Button

or

Lace

Send us your order for immediate shipment

ROBT. RALSTON & CO., LIMITED

HAMILTON



HAVANA

BROWN

WHEN buyers of fine leathers get together, there is one subject upon which they all agree—the superiority of Havana Brown.

They grow enthusiastic over its perfect uniformity, its wonderful texture and color penetration. These qualities are obtained by our own secret process. No other kid possesses them in the same degree.

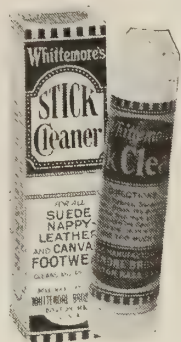


Judge it by its users

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

*"Everybody's
Keen for it."*



Whittemore's STICK CLEANER

*for Suede, Nappy Leather
and Canvas Footwear*

- ☞ Now available through your jobber to Canadian dealers, or if your jobber cannot supply, write us direct.
- ☞ This cleaner is going like wild fire in the United States. It will make the same hit in Canada.
- ☞ Put up in white and 15 colors. Comes packed in individual display cartons containing 12 packages—a most attractive Silent Salesman.
- ☞ Here is the most profitable Speciality you can handle and the most needed to take care of the prevailing mode in footwear.

WHITTEMORE BROS.
CAMBRIDGE, MASS., U.S.A.

Makers of Gilt Edge

Shoe Polishes and Manufacturers for Half a Century

Year 'Round Sellers



One must stock staple shoes of the right quality. To meet this demand let us submit samples and prices.

A. A. Cote & Son Limited
St. Hyacinthe, Que.

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms

79 Front E. Toronto

Tanneries

Woodbridge, Ont.

Quebec and Maritime Provinces

Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

A. W. PUNCHER

Western Ontario Representative, Kitchener, Ont.

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses' and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL

The Sportsman's Favorite



This is Canada's favorite hockey shoe—worn and recommended by the leading players in the game. Snug fitting, comfortable and sturdy. Guaranteed to outlast all others. Samples gladly forwarded for your inspection.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER



In Stock Now



- 4002—Misses Velour Cf. H.C. Bal,
Fudge Edge, 11-2 \$2.90
3002—Girl's Velour Cf. H. C. Bal,
Fudge Edge, 8-10½ \$2.55
4004—Misses Tan Cf. H. C. Bal,
Fudge Edge, 11-2 \$2.90
3004—Girl's Tan Cf. H. C. Bal,
Fudge Edge, 8-10½ \$2.55
4005—Misses Black Kid H. C. Bal,
Fudge Edge, 11-2 \$2.90
3005—Girl's Black Kid H. C. Bal,
Fudge Edge, 8-10½ \$2.55
4011—Misses Patent H. C. Bal,
Fudge Edge, 11-2 \$2.90

- 9213—Growing Girl's Gunmetal 8" Bal,
Goodyear Welt, 921 Welt Last,
B, C, D, 2½-7½ \$4.60
9214—Growing Girl's Tan Cf. 8" Bal,
Goodyear Welt, 921 Welt Last,
B, C, D, 2½-7½ \$4.60

- | | |
|---|--|
| 4028—Misses Patent Bal Oxford,
Fudge Edge, 11-2 \$2.50 | 3029—Girl's Velour Cf. Bal Oxford,
Fudge Edge, 8-10½ \$2.25 |
| 3028—Girl's Patent Bal Oxford,
Fudge Edge, 8-10½ \$2.25 | 4030—Misses Tan Cf. Bal Oxford,
Fudge Edge, 11-2 \$2.50 |
| 4029—Misses Velour Cf. Bal Oxford,
Fudge Edge, 11-2 \$2.50 | 3030—Girl's Tan Cf. Bal Oxford
Fudge Edge, 8-10½ \$2.25 |

Refer to our "IN-STOCK" catalogue for our complete line of
CHILDREN'S CUSHION SOLE GOODYEAR WELTS

We are Prepared to Give Our Customers
Better Quality, Better Service, Better Style
On All Immediate Orders.

Terms on "IN-STOCK" Lines Net 30 days first following



Getty & Scott Limited

Makers of
CLASSIC SHOES for Misses and Children
Galt, Ontario

Footwear

in Canada

Member Audit Bureau of Circulations

57% more paid circulation
67% more retail readers

than any other Canadian
shoe and leather paper
See Audit Bureau of Circulations Report
Subscription records open for inspection

VOLUME XIII

SEPTEMBER, 1923

Number 9

IN THIS ISSUE READ

<i>A Bird's-Eye-View of the Shoe Style Situation</i>	40	Humberstone Shoe Co.	14
<i>A Page with the Travelling Men</i>	47	<i>In the Boston Market</i>	56
Ackerman & Son, B. F.	68	Kaufman Rubber Co.	28
Aird & Son	15	Landis Machine Co.	66
<i>Book-keeping for the Shoe Repairer</i>	50	La Duchesse Shoe Co.	25
<i>Building Big Business in a Small City</i>	37	"Made-in-Canada" Footwear Exhibit....	31
Beardmore & Co.	60	McDowell & Lincoln Ltd.	64
Brown, R. L.	16	Miner Rubber Co.	10
Canadian Consolidated Rubber Co.....	13	New Castle Leather Co.	23
Canadian Stitchdown Co.	21	Panther Rubber Co.	2
Canadian National Newspapers Assn.	67	Perth Shoe Co.	3
Cote, A. A.	24	<i>Question and Answer Department</i>	52
Cote, J. A. & M.	16	<i>Recent Improvement Justifies Expecta-</i> <i>tion of Lively Fall Trade</i>	58
Clarke & Co., A. R.	68	Ralston & Co., Robert	23
Columbus Rubber Co., Ltd.	1	Robson Leather Co.	62
Crescent Shoe Co.	7	<i>Signs of the Times in Canada's Indus-</i> <i>tries</i>	55
<i>Doesn't It Happen Every Day?</i>	46	Samson, Enr., J. E.	25
Dale Display Fixture Co.	8	Scott & Co., John	8
Daoust, Lalonde & Co.	17	Standard Gaiter & Slipper Co.	68
Dufresne & Locke	6	<i>The Merits of Leather</i>	61
<i>Editorial</i>	29	<i>The New Sales Tax</i>	59
Edwards & Edwards	24	Talbot Shoe Co.	5
Einstein, J.	4	Tetrault Shoe Mfg. Co.	19-20
Everett & Baron	25	Tillonsburg Shoe Co.	11
<i>Footwear Findings</i>	53	United Shoe Machinery Co.	65
Franklin Machine Co.	25	U.S. Hotel	14
Fortuna Machine Co.	68	Victor Shoe Machinery Co.	66
Gagnon, Lachapelle & Hebert	9	<i>Windows that Sell \$400 Worth of Shoes</i> <i>a Day</i>	42
Gamba, A. L.	14	Whittemore Bros.	24
Getty & Scott	26	Witchell-Sheill Co.	12
Globe Shoe Company	67		
Gutta Percha & Rubber Ltd.	18		
Halford Pub. Co.	25		
Hinde & Dauch Paper Box Co.	14		

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St W. TORONTO

It's not so much where we stand but in which direction we are moving



RUBBER SOLED CANVAS FOOTWEAR for 1924



A "Life-Buoy" Brand on the Rubbers and Canvas Footwear you handle is an assurance of Proper Design, Fit and Maximum Wearing Quality—giving 100% honest wearing service in return for the outlay.

The Public is critical in regard to returns for money expended and the "Life-Buoy" line of Footwear will gain and hold its confidence through its honest value-for-value reputation.

SEE OUR SAMPLES AND BUY "LIFE-BUOYS" FOR NEXT SUMMER

*Our Salesman will show you the new Range during
September. Wait for him.*

Basketball

No. 402



The KAUFMAN RUBBER CO. LIMITED

KITCHENER - ONTARIO

Vancouver, Lethbridge, Edmonton, Regina, Saskatoon, Winnipeg,
London, Toronto, Ottawa, Montreal, St. John, Truro, Charlottetown



With the Editor



Business Revival Delayed by External, Not Internal, Conditions

Every spring we look forward to better business in the fall, and every fall we look forward to better business in the spring. We've been doing that for several years, and, putting it plainly, our expectations have not been realized. We're able to keep business moving, but for some reason—to the root of which we'd all like to get—the progress on the upgrade is disappointingly slow. One assurance at least we have, that we have reached the bottom. Indeed we have been travelling along it for a year or more, and everyone is agreed that it's about time we came up for air.

We are now entering upon a fall season which may or may not prove to be the turning point. We have passed so many turning points in recent years that the conviction is forced home upon us that we have been travelling in a circle. At any rate there hasn't been much change of scenery. Still we keep on hoping that there are better things around the corner. Eventually there will be. We can afford to be optimistic as long as we keep at work.

The fact is that not many people are making money these days, but most of us seem to be making a living, which is a very fortunate situation, when we begin to compare ourselves with some of our European neighbors. We'd like to see things leaping ahead of course, but we will have to content ourselves with a gradual improvement.—and a gradual improvement is the only safe basis of progress at the present time. Canada cannot expect an exuberance of commercial and industrial activity while the world in general is just convalescing. This country is little affected, if affected at all, by the diseases that have caused the world's troubles, but while the body of the nations has certain of its members in splints and many grievous wounds in process of healing on various portions of its anatomy, we, though apart from the directly affected areas, cannot expect to have the same freedom and rapidity of development as if the whole earth were on its feet and in the best of health.

Still things are improving, slowly but surely. Conditions in England, from latest reports, are on the mend—which is the surest index of the international business situation. What Canada needs more than

any other one thing is a market for her wheat at a fair price. Apparently we may expect a big crop, but that does not guarantee all the beneficial effects desirable, unless the price is sufficient to pay the farmer for his labor and net him a profit which will again allow him to enter the market as an active purchaser. As the international trade situation improves we may expect a readier market for our wheat at better prices. The price has been kept down largely because many of the European nations simply could not afford to buy wheat.

At any rate the crop prospects have created a better feeling throughout the country, which in itself is very helpful, and, while perhaps, we may not see that "marked improvement" in business generally which we have been hoping for, there will be further progress toward a sound and permanent trade development.

The "National Shoe Week"

A campaign has been under way for some weeks past in the Canadian retail shoe trade for the organization of a "National Shoe Week." This scheme has been initiated by the National Shoe Retailers' Association of Canada and the time set for the event is the week beginning September 17. The co-operation of retail shoemen throughout Canada has been invited and has been readily forthcoming from most sections of the country. Mr. Howard Blachford, president of the N.S.R.A., reports that the trade in general is showing keen interest and from many cities comes the news that everything is in readiness for the "big push." The manufacturers, too, are lending their support and have contributed toward the provision of window display and advertising, etc.

The campaign has been undertaken on rather short notice, and possibly the shoe merchants in certain sections may not have been thoroughly awakened to its possibilities. Lengthy preliminaries are not always a requisite of successful prosecution, however, and it is to be hoped that none will overlook the opportunity of united effort in bringing shoes and the shoe business more prominently to the attention of the Canadian public.

In any case this event will be valuable by way of experience and even if it is not carried out as thoroughly as might be desired, the trade will have

learned something that will help them to attack the matter more successfully next time. It is the intention of the N.S.R.A. to make the "Shoe Week" a regular institution and, possibly, to stage it semi-annually, every spring and fall.

High Cost of Service to Customers Keeps Up Distribution Costs

The high cost of distribution is a favorite topic with politicians and newspapers. A prominent retail man recently put the shoe on the other foot very aptly when he referred to the "high cost of consumers' conveniences." That strikes right at the root of the matter. The spread between the wholesale price and the retail price of merchandise to-day consists mostly of the items of cost chargeable to services demanded by the customer.

The consuming public to-day insists upon services in the way of deliveries, refunds, charge accounts, exchanges and variety of selection to an extent that has never before been equalled. The woman customer, in particular, wants what she wants, when she wants it, how she wants it and where she wants it, and the retailer who isn't ready to meet her desires doesn't get any of her business. She wants to shop, for the most part, in the heart of the shopping district where rents are highest; she looks to the merchant to anticipate her wants, so that she may be supplied when the spirit moves her, and then when she suddenly changes her mind he is loaded with goods that have to be got rid of at a loss.

It may be argued that the retail trade has brought this situation upon itself by catering to the whims of the public. That no doubt is true to a certain extent, but it does not alter the fact that to-day no retailer who wants to stay in business can afford to ignore the public demand for every sort of shopping convenience.

If the cost of distribution is to be lowered, there is one way to do it, and that is to educate the public to ask for less and to get along without all the extras in the way of service that they now require.

There is no doubt scope for a campaign of education among the host of men and women who are employed in the production, manufacture, transportation and wholesale and retail distribution of the country's commodities. It is a duty to-day, as well as a matter of self-interest, that every worker, in whatever sphere of activity, from the president's office down to the bench in the workshop or the floor of the retail store, should co-operate to secure economy, so that the product may be offered to the customer at the lowest possible price. If we can cut costs we shall increase volume. Greater volume means greater employment, and greater employment means more rapid circulation of money.

Securing the Loyalty of the Sales Staff

Greater initiative on the part of the sales staff would go a long way toward solving the difficulties of the retail merchant. How to secure that greater initiative is one of the big problems of the business. Many retailers hold meetings of their employees in order to create a spirit of enthusiasm and esprit de corps. Not always are they successful, and the employer wonders why he doesn't get his message across. He has the feeling that as they talk among themselves afterwards, their remarks are those that are heard only too often on the lips of salespeople: "Same old Stuff!" "What do we get out of this?" "What he wants is more work out of us for the same money, and bigger profits for himself."

Yes, that's the way the average employee talks after a talk by the average employer. It's no easy task convincing salespeople that it is to their advantage to give their best efforts. It's a mighty hard matter to keep them right up to scratch all the time. The commission and bonus systems of remuneration have been helpful, though not all retailers are satisfied with this plan. Salary increases proportionate to sales' increases may also be counted upon as a good stimulant.

There is another factor, however, which is perhaps the most important of all—that is the personal interest of the employer in the worker, his problems and his progress. If the merchant takes a genuine interest in the welfare of his employees, if he can show patience when they are dull, speak the word of encouragement when they are discouraged, and show his appreciation tactfully when they are gaining success, then he will assuredly create an atmosphere of loyalty. When that atmosphere is created, the battle is more than half won. Loyal and enthusiastic salespeople are easily teachable. But it is only when the merchant succeeds in placing himself in the position of the employee, and seeing things from his viewpoint that he can secure that ready and receptive attitude.

Corrective Shoe Stocks

One shoe manufacturer suggests that \$2,500 should provide the foundation of a fairly satisfactory stock of corrective shoes for a department in the average store. He bases this estimate on the following rough calculations. Three lasts would be required—50 per cent of feet, it is stated, can be fitted with a shoe having an inside swing, 32 per cent lend themselves to the straight last fitting, and 17 per cent require an outside swing, while the remaining one per cent, require special fittings. The widths and fittings on these four lasts which this shoeman suggests would meet average requirements would be as follows: In A width, sizes 4 to 9; in B width, 4 to 9 and in C width, 3 to 9. Here are roughly 36 pairs on the four lasts, or a total of 144,

Visiting with the Manufacturers at the "Made-in-Canada" Footwear Exhibit

The Canadian Shoe Industry was splendidly represented at the Canadian National Exhibition and the displays created a great deal of interest among the public. The allied trades, too, had many fine exhibits. In the paragraphs which follow brief descriptions of the outstanding features of the various booths are given, which those who were unable to take in the event for themselves will find of value.

Getty & Scott

Getty & Scott's display, as usual, included many interesting features. Space will not permit of mentioning all of them, but we might pick out a log-cabin suede one-strap with kid trimmings and covered box-wood heel, 13/8; a strawberry suede in the same pattern; a kid one-strap with satin inserts, carrying a Spanish Cuban heel; an oxford in brown calf with brown suede inserts in the quarter, featuring Maltese cross perforations; a log-cabin sandal effect, 14/8 Spanish covered heel, with cut-outs. In the satin lines, a rounded pointex pattern was shown which is something new.

Perth Shoe Co.

The Perth Shoe Company's exhibit, under the supervision of H. B. McGee, attracted considerable attention. Many lines, both one-strap and oxford, were shown in log-cabin and Mandalay buck, and black kid was quite prominent, as well as, of course, medium brown calf. Lasts were medium, showing little if any change. Brogues were well to the fore, while cut-out patterns seemed to be largely replaced by underlays. The Tarsal Arch Health Shoe was a feature on which the company is placing considerable emphasis. This is one of the flexible shank type of shoes.

Murray Shoe Co.

At the Murray Shoe Company's exhibit, "Footwear" found J. G. Settle and C. E. Silver on the job with several new and interesting samples. Four new men's lasts were shown, including the "Admiral," in an English blucher, featuring the cottage toe, which has a ridge in the centre; the "Duke," which carries a full, squarish toe and is shown in patent, brown and gunmetal; and the "New Commodore," a last with full, graceful lines, and fairly round toe, designed to appeal to the business man. In their women's lines, also, several new lasts were exhibited. Among them were "Mayfair" and "Labelle"—shown in log-cabin and Mandalay buck. One-strap and brogues were to the fore.

Blachford Shoe Mfg. Co.

The Arch-Grip shoe was a feature of the Blachford Shoe Mfg. Company's exhibit. They were also displaying, however, a number of new and timely styles in women's shoes. By way of illustration, we might mention: A dark brown calf sport oxford, with an interesting pattern in a shield tip; two-strap in autumn buck, with fieldmouse trimming; brown calf oxford with log-cabin suede inserts in tip and suede overlay in apron effect. The lasts, in the walking shoes, showed a tendency toward the square-toed effects. In the slippers they show little change.

Messrs. White and Jackson were in charge of the booth.

Duchaine & Perkins

A wide selection from their range of men's and women's shoes was shown by Duchaine & Perkins. In their women's lines, one-straps were strong, with a sprinkling of two-straps and cross-straps. Among their latest numbers is a two-button one-strap in log-cabin buck with patent trim. In the men's goods, broad lasts with the French influence evidenced in rather square toes were prominent. Mahogany leathers still held first place.

Brandon Shoe Co.

The Brandon Shoe Company had a display at the Fair, Mr. Brandon, Jr., being in charge. A fine range of samples was shown, though the company is not yet in a position to fill orders since their fire last season. By way of novelty, they were exhibiting an imitation alligator shoe with green stitchings, which proved quite an effective eye-catcher. Two or three new lasts were included in the range, "Ace," "Savoy," and "Rotary," which showed a tendency toward less pronounced squareness in the toe. Most of their leathers were smooth calf in medium shades.

Scott-McHale, Ltd.

Scott-McHale's display was predominantly a line-up of young men's footwear. The latest touches in novelty patterns were featured. One particularly fine example of fitting-room craftsmanship exhibited single-needle stitching in the pointex effect at the tip and vamps seams. Another interesting effect was secured by inserting a lace through perforations along the edge of the tip. Diamond perforations and stitchings terminating with a punch at either end showed yet a further touch of novelty in decorative effects. The "Zip" last, carrying a snappy ridge toe, had a rather striking character.

MacFarlane Shoe, Ltd.

MacFarlane Shoe Limited, showed a representation of their lines, both women's and children's. Included in their display were a number of the latest things in feminine footwear—suede oxfords and straps in the new shades, also staple numbers in black kid and black and brown calf.

Phillip Jacobi

Phillip Jacobi had a fine display in a prominent location. Hurlbut shoes were of course, the feature. A strong representation of the range was shown and full advantage was taken of the excellent opportunity for educational work among the public regarding the importance of having children properly shod. A

new line was exhibited which is just being placed on the market. It is a misses' play shoe in elk, moccasin pattern, with indented collar. This is the same type of shoe as has recently been shown in children's sizes. The misses' sizes will be available for spring business.

Tred-Rite Shoe Co.

The Tred-Rite Shoe Company's showing of juvenile footwear appeared to secure very satisfactory results, Mr. Williams, who was personally in charge, reported. In addition to a splendid showing of their regular lines, the company was featuring a new addition to their range—growing girl's sandals. These were shown in patent, brown calf and white, grey and fawn suedes, all Goodyear welt construction, and are calculated to appeal to the "flapperette"—the younger sister of the full-fledged flapper.

Chas Tilley & Son

Chas. Tilley & Son gave a leading place in their display to their new Bonnyfoot line. This is a real welt shoe for the kiddies, in sizes 2 to 5, and Jas. Creech, who had the booth under his wing, was very pleased with the interest that had been taken in it both by the trade and the public. Another number which has recently been added to the company's line and which they were exhibiting is a boy's seamless shoe, which is intended to combine comfort and sturdiness to the greatest possible extent.

Chas. A. Ahrens, Ltd.,

Chas. A. Ahrens, Ltd., had a very creditable exhibit and were well satisfied with the results which were forthcoming. Indeed "Footwear found Messrs. Wettlaufer and Harvey in a very cheerful frame of mind. Prominent in their display was a line of girl's sandals in patent leather—a type of footwear which will undoubtedly find an important place in retail windows next season. They were also showing some new boy's lasts.

Williams Shoe, Ltd.

The Williams Shoe Limited had two booths at the Exhibition, in which were well-arranged displays of their lines, including footwear for the whole family. A number of new lasts in men's were included, some following the stylish lines of the square toed effect. New sport shoes in elk and brown calf with spring rubber heels were also featured. Messrs. C. A. and H. H. McFarland were in charge.

Slater Shoe Co.

The Slater Shoe Company's range of men's shoes was well represented in an interesting display. Eye-catching characteristics were added by a number of combinations and fancy leathers which were featured. Collars and saddles in white, black, grey and brown were shown and a few of the samples were made up in sharkskin. Among the new lines were a white buck oxford with brown trimmings, medium toe and rubber spring heel, and a patent oxford, trouser-creased, shown in a welt for street wear. Some of the samples showed the new rolled edge. Messrs. C. E. Snyder and N. J. Collins were in charge.

W. B. Hamilton Shoe Co.

At the W. B. Hamilton Shoe Company's booth, we found J. W. Garrett on the job. Prominent in the exhibit were women's brogues in the various popular shades of buck. One interesting number was a cross-strap pattern, in which the body of the shoe was in

logcabin buck and the cross-strap of kid in blending colors. A similar pattern in patent leather with the cross-straps of calf was also shown.

Eagle Shoe Co.

The Eagle Shoe Company's display included an attractive range of samples both in men's and women's lines. In the men's lines it was noticeable that stitchings were largely replacing perforations as a means of decoration and the majority of the lasts were of a sensible, wide-tread, type, still retaining a squarish effect though somewhat fuller. Medium weight smooth leathers in medium shades were predominant. The women's range showed a number of mannish effects with low heel. Buck was shown strongly both in oxfords and straps, in the medium and dark shades.

Walker-Parker Co.

Many pleasing numbers were exhibited at Walker-Parker's booth. Among those that attracted the attention of the retail trade most were: A black suede one-strap, carrying 12/8 Cuban heel, with cut-outs in quarters and at the throat; and a two-strap in Zebra effect—suede laid over patent, in strips, giving something of the likeness of the coat of the animal named. This latter was shown on a short French last, with a 16/8 Spanish heel. The exhibit was in care of H. W. Hart.

Kingsbury Footwear Co.

The Kingsbury Footwear Co., had a showing of their samples of white goods for next summer, in addition to their lines of street and dress footwear for fall and spring. In the white footwear, both buck and canvas, 90 per cent of the shoes were in strap patterns, and these carried, for the most part, Spanish heels. Some also showed the Baby Louis. White kid trimmings and cut-outs were the forms of decoration most in evidence. In the leather lines, buck and brown calf held first place and were fairly evenly divided between oxfords and straps. Brogue oxfords in logcabin buck were a feature. The exhibit was in charge of W. M. Mitchan, of Montreal.

Smardon Shoe Co.

A number of interesting novelties were featured by the Smardon Shoe Co. A Cleo strap in black suede with gold- trimmings immediately attracted attention, and a double-cross strap in logcabin suede likewise caught the eye. Oxfords in fieldmouse and logcabin shades were to the fore and a few operas in suede and satin were also shown. Lasts showed no appreciable changes. Messrs. Buchanan and Ham-mill were looking after the exhibit.

The Defender Shoe

An exhibit which was well patronized by the passing crowds was that of the Defender Shoe Co. Mr. W. G. Fallen was on the job himself and had a busy time explaining the merits of the "Defender." He was very much gratified by the interest shown by the public.

Owens-Elmes Mfg. Co.

The feature of the Owens-Elmes Mfg. Company's exhibit was a showing of fancy velvet turns. These were displayed in a variety of striking colors—orange with silver trim; bright rose with gold trim; green with gold trim; also black and gold. A heliotrope suede shoe in a wishbone strap pattern was another interesting feature. Among the welts was shown a

bamboo suede side-gore shoe, carrying a boxwood heel and having brown calf lattice work over the arch; also a suede oxford, with brown calf trim and tip.

Talbot Shoe Company

The Talbot Shoe Company's exhibit was centred around the Arch-Preserver Shoe, in which keen interest was shown by many in the passing crowds. The Arch-Preserver claimed all the more attention, in that it was not only made up in staple conservative lasts but also in snappy young men's stuff—for the company do not wish to offer it as a cripple's or an old man's shoe, merely, but as a shoe for everyone who has foot trouble which needs correction or who has good feet and wants to keep them so. Not many of the firm's spring samples were displayed, but there were a couple of new English types of lasts featured. In leathers, the darker shades still held the centre of the stage and Mr. Johnston, who had charge of the booth for the company, said he did not see any likelihood of them being superseded for some time.

Gutta Percha & Rubber, Ltd.

The Gutta Percha & Rubber, Limited, exhibit had several features of interest. A basketball shoe which they were showing not only had suction holes in the sole but also had the sole slightly cupped to give a still

further suction effect. A new feature in goloshes was an overgaiter which had a rubber vamp, underneath the cloth, to insure the greatest possible water resistant qualities, and also a seamless back. Oriental rubbers for export to China were shown among the samples and the firm thinks they might sell very well in Canada, for every flapper who passed by said, "Oh- look at the King Tut rubbers." A new rubber stock was exhibited which is being used in mining boots for the north country and other types of footwear which is subjected to particularly trying usage. This stock is claimed to have remarkable wearing qualities.

United Shoe Manufacturing Co. of Canada

The United Shoe Machinery Co. of Canada was right there with the goods, as usual, and Oliver M. Brooks was on the job, likewise as usual. Still further in the usual course of events, the firm had some new mechanical developments to exhibit. There was a twin edge-setting machine, model "A", which represents in the latest word in the art of trimming soles. Further developments in lasting machinery were also in evidence in the No. 7 lasting machine. This is an improvement on the No. 6 model, permitting the use of power on a greater number of operations. There was a splendid demonstration of the shoemaking process, showing a shoe in every stage of its

Knechtel's New Premises in Stratford, Ont., are Distinguished by an Attractive Store Front



Knechtel's of Stratford, Ont., have recently located in new premises at 32 Wellington Street. This is very central, right opposite the city hall, and the firm is well pleased with the additional business that has been secured, as a result of their move. Mr. A. Knechtel reports that trade has been very good and

that many of their customers comment on the greater convenience of the new location. Careful attention is being given to the window displays, which are proving to be a real advertising attraction. The design of the front has been the subject of many complimentary remarks.

manufacture from the time the upper meets the last to the finished product. The same story was demonstrated in the making of lasts.

Witchell-Sheill Co. of Canada

One of the most striking footwear displays at the Exhibition was that of the Witchell-Sheill Co. of Canada. This firm's line includes shoes for practically every kind of sport that is in vogue on this continent. At their booths in the Coliseum they were showing everything from sprinting shoes, weighing 10 ounces the pair, up to the sturdiest high top boots for the hunter or fisherman. Baseball, rugby, soccer, tennis, hockey, basketball, running, jumping, bowling, golf, boxing, skating—for all of them there is a specially designed shoe, and the firm is continually adding new lines and making improvements. Most of their lines are solid leather, though there are a few lines of canvas footwear. Some of the goods are popular priced and some, designed without regard to price and only with the object of making the best article for the purpose, run into high figures—the professional baseball shoe, for instance, built like a stocking out of the finest grade of kangaroo. The Witchell-Sheill Co. will certainly arouse the interest of the Canadian shoe retail trade. The plant at Windsor is not yet in operation, but the firm expects to get manufacturing under way in the near future.

Columbus Rubber Co.

Canvas tennis goods with crepe rubber soles were the first thing to strike the eye of the shoeman at the Columbus Rubber Company's booth. The merit of crepe rubber from the standpoint of wear and ground-gripping qualities appears to be proved, and the firm is giving it a trial on a more moderately priced shoe than those on which it has heretofore been used. In the line of "goloshes," three, four, five and six buckles were shown. Suction-soled basket-ball shoes were the object of considerable interest. Souvenirs in the form of doll's rubbers proved tremendously popular with the public. Six hundred pairs were given away and more would have been, had they been available. Mr. McIntosh was in charge.

Davis Leather Co.

The Davis Leather Co. had an exhibit, in which they showed some new lines of calf, including whites, reds, greens, and two new tan shades Yankee brown, and Red Russia. Suedes were featured in greys and black. A new line of brown kangaroo was also shown. Mr. Hopkinson was in charge of the display.

Duclos and Payan

Duclos & Payan had a representative exhibit of their side leathers, under the supervision of Ed. Lewis. The booth was attractively decorated with the leathers and they also had a showing of shoes into which these had been made up—flapper sandals in red, blue, green, black and champagne. These are lines which, it is expected, will have renewed popularity next spring and summer, and the company are producing staple and fancy elks specially for such footwear.

John McPherson Co.

The John McPherson Co., Ltd., showed a range of men's and women's welts and women's dress slippers, together with their line of sporting footwear. One

of their women's samples which attracted attention was a sandal effect in brown satin with logcabin suede trimmings, having cut-outs in the quarters and a overlay around the vamp; also a brogue oxford in bamboo suede. Their oxford patterns showed somewhat shorter vamp effect.

Aird & Son

Suedes lines were prominent in the display of Aird & Son. Satins and patents also had a leading position. One-strap predominated, with some cross-strap also on the stage. An attractive pattern which caught "Footwear's" attention was a suede strap with apron effect up the front, cut out; also a satin two-button one-strap with lattice-work cut-outs in the strap.

J. & T. Bell, Ltd.

J. & T. Bell, Ltd., had a fine exhibit in care of Messrs. Fice, Senior and Junior. It was noticeable that quite a number of their lasts had been shortened up and made to look quite Frenchy. Among their lines might be mentioned a two-button twin strap in brown suede with kid trimmings, carrying a 16/8 heel; a grey suede slipper which had the strap across the instep intertwined in a rope effect with a strap which was joined on either side of the throat; a satin pump trimmed with suede, in small tongue effect. Brown kid with suede trimmings made a pretty combination in some of their patterns. Some handsome silver cloth evening slippers were shown.

Tebbutt Shoe & Leather Co.

An exhibit which seemed to hold considerable interest for the public was that of the Tebbutt Shoe & Leather Co. The Doctor's Antiseptic Shoe was the featured line, and it was news to many shoemen to find that it was being shown on a French type of last for the young men's trade, in addition to the regular staple lasts. Another line that caught the attention of passing flappers was a girls' skating boot with fur top and patent trimming, introducing an element of style which no doubt will appeal to many. The Cyclone Speeder hockey boot also received considerable notice. Gordon S. Weaver had the display under his care.

Edwards & Edwards

Sheepskins in wide variety were displayed by Edwards & Edwards, many fancy lines for the slipper trade being featured. Among these were leaf grain, feather grain, paisley, and Radio grain. Also there was a King Tut design with Egyptian figures, besides red, green and blue glazers. The booth was trimmed around with skins of leather, representing the firm's range, and made quite a striking exhibit. Some lines of slippers made up from these leathers were also shown.

Oscar Rumpel

The slipper display of Oscar Rumpel was full of interesting color. Dainty felt boudoir slippers in a great variety of shades were shown, blue, mauve, green and fawn being prominent. Some fancy oriental patterns in sheepskins were also shown. A novelty which caught the eye of the youngsters was a pair of children's slippers made out of two whole skins of young rabbits. Several of the lines were trimmed with fur and rosettes and ribbons were also used as decorative features. A number of slippers carried rubber heels.

Robt. Ralston & Co.

Robt. Ralston & Co. had a display in which were included their lines of polishes, gaiters, laces, ornaments, and other findings. The most interesting feature of the display was a shoe set entirely in rhinestones, which was valued at \$1,000, and was used as a means of advertising the rhinestone ornaments which were displayed. "Nu-Clean," a new line of kid and fabric cleaner, was shown.

Robson Leather Co.

In addition to their regular range of patent sides, the Robson Leather Co. were showing some new lines of suede in the latest shades, logcabin, autumn brown, etc. New lines of colored splits were also featured, in such colors as purple, cerise, green, white, royal blue, old rose, grey and maroon. There were colored patents, as well as the black—yellow, red, green, gray, and brown—showing what could be done in the production of fancy patent leather. K. M. Moffat, of Oshawa, was in charge.

Beardmore & Co.

One of the largest displays at the Made-in-Canada shoe exhibit at the Canadian National Exhibition was that of Beardmore & Co. They made a strong feature of their Bulldog sole leather, and showed various brands of footwear in which this and other lines of their leather were used. The rear of the booth was curtained with oak sides, presenting a striking and attractive appearance. In addition to the leather and shoes, various side-lines, such as leggings, ankle supports, hockey laces, counters, etc., were displayed.

Miner Rubber Co.

The Miner Rubber Co. made a strong feature of their Boy Scout and Girl Guide lines in both tennis goods and rubbers. Some new points of interest were shown in their "Gymshu," which carries a suction sole, has perforations for ventilation underneath the arch, and has a solid leather insole which can be removed from the shoe to be dried. They also showed crepe rubber soles produced in their own plant for the use of manufacturers and repairers.

The John Ritchie Co.

A number of square-toed lasts were shown by the John Ritchie Co., though not in too pronounced effects. Their colors were fairly well confined to rich medium shades. Some brogue effects were included, but not in heavy patterns. Several numbers were shown in black leathers, and there were one or two patent lines. The Ritchie Arch Support Shoe of course took a prominent place in the exhibit.

Hartt Boot & Shoe Co.

The Hartt Boot & Shoe Co. had two booths at the fair and had a representative range of their new samples in men's and women's goods. Suedes were the predominating materials among the women's lines, the logcabin and bamboo shades leading. They are looking forward to spring as a strap season, but for fall they report oxfords as holding their own. A featured number was a brogue suede oxford in logcabin tone with a heavy juniper sole remarkable for its flexibility. Another line to which prominence is given is a gore-pattern in a low-heel welt, shown in grey suede and other leathers. This shoe has a couple of over-hanging tongues which conceal the gore. In the dress lines, cross straps and lattice-

work straps were quite prominent, in addition to the one-strap patterns. The men's samples showed rather broader toes, still keeping to the square outlines. Something in the way of a novelty was a two-tone pigskin sport shoe with a heavy juniper sole. Genuine plantation crepe rubber soles are also featured.

Dominion Rubber System

The Dominion Rubber System was, as usual, represented at the Canadian National Exhibition. Their display, under the direction of the Ontario office, followed the same lines as former years, being laid out to represent a store front. In one window "Fleet Foot" lines of tennis footwear were featured, and in the other Dominion rubbers. Inside, also, attractive displays were arranged. The exhibit proved a very attractive one both to the visiting shoemen and the public and many were attracted to drop inside and enquire about the latest in "Fleet Foot" and other Dominion products. The booths were located in the Industrial Building.

Natural Tread Shoes of Canada

Natural Tread Shoes of Canada had a very attractive display of their shoes at the Canadian National Exhibition, which drew the attention of large numbers of exhibition visitors. The company's different lines were shown in straps, oxfords and boots, in their various types of foot-fitting lasts. The number of people who stopped at the booth and asked for advice and information was proof of the widespread prevalence of foot troubles and the need that was felt for footwear that would provide relief. The exhibit was tastefully arranged and handsome photographs showing wearers of Natural Tread Shoes, together with interior views of the Toronto store added to its attractiveness.

Exhibit of British Footwear Was a Feature of C.N.E.

The British Section in the International Building was quite a feature of the Canadian National Exhibition and attracted a great deal of attention. There were three exhibits of English-made footwear and the representative of these firms expressed themselves as highly gratified with the interest that was shown by the public and the trade.

Padmore & Barnes

Many retailers who visited the Canadian National Exhibition were interested to see a very fine exhibit of footwear by a British firm whose product has heretofore been little advertised on this side of the water. Padmore & Barnes, Ltd., one of the old established manufacturing firms in Northampton, whose reputation in the old land and Europe is very wide. H. J. Carter (of 85 Front St., E., Toronto), S. Teeman, who is shortly to take up his residence in Chicago, and Alexander Forbes (56 Albert St., Winnipeg) who will carry the company's lines in the west, were present at the display during the Fair. The shoes shown were of the Moccasin Brand, built for the most part on typical English lines, which, of course, appeal very strongly to a certain percentage of the Canadian public. We are informed, however, that in order to adjust themselves as closely as possible to Canadian tastes the firm are prepared to make any modifications that may be necessary to suit the general requirements of the retail trade.

John Marlow & Sons

The accompanying illustration shows a pair of shoes being subjected to a rather remarkable test of



their waterproof qualities. It is a reproduction of a photograph used at the display of John Marlow & Sons, Ltd., of Northampton, England, who exhibited their goods at the Canadian National Exhibition. The company guarantees the shoes to be waterproof. They

have a rubber lip around the inside edge of the welt and a rubber slip takes the place of the usual cork filling between the soles. This is one of their Waukeezi brand shoes, several lines of which were displayed at the British Section at the Big Fair. Mr. J. F. Bentley, 77 Victoria St., Toronto, who has recently been appointed as their representative, was in charge of the exhibit, and expressed himself as very optimistic regarding the prospects for business. He has a range of footwear, which has won for itself an enviable reputation, and was particularly gratified by the interest which was shown in it by the Canadian public during the Exhibition.

Church & Co.

A display of footwear which attracted widespread attention among visitors at the Canadian National Exhibition was that of Church & Company's lines by Robt. D. Ayling. Mr. Ayling had an attractively-arranged booth at a splendid location in the British Section, and had a very complete representation of the company's lines in street and dress shoes, sporting footwear, golf brogues, riding boots, etc. Mr. Ayling also had on hand samples by Sexton, Son & Everard, Ltd., (Norwich, England), manufacturers of fancy slippers, and Horace Wright & Co., makers of boys' footwear—for both of which firms he is to act as Canadian agent.

FACTS ABOUT POSITION

Exhaustive and conclusive tests made in the psychological laboratory have established this: An advertisement occupying the upper right hand corner of a newspaper page is much more likely to be seen than advertisements in other corners. The corner least valuable is the lower left. The particular theory accounting for this does not matter. The fact is the important thing. Tests on thousands of subjects have demonstrated the greater value of the upper right hand corner.

Each page of a newspaper may be likened to one of the streets in the business district of your town. Each street has its particular kind of foot traffic. Each page of a newspaper has its particular kind of reader traffic.

It is obvious that the "reader traffic" of the social columns page will be preponderantly feminine; the reader traffic of the sports and financial pages almost wholly masculine.

The page where theatre ads abide has its particular type of reader traffic.

The editorial page is a "street" by itself. Who walks along it?

Pages 2, 3 and 4, because of the general character of the reader traffic and its size, often command a merited premium.

Leaving position to the newspaper advertising

department will usually be unsatisfactory. "Any position" advertisements get what is left after designated position ads are attended to; also, the person to figure out what will be the best position for him is the advertiser himself. One or two fallacies should be nailed here. Position among several competitive advertisements is better than position on another page where there is no such competition. A good merchant never moves to a back street to get away from the company of competitors.

Much more serious than competitive advertising in adjacent space in advertising psychologically antagonistic. The writer happened in recently on a food retailer and a newspaper advertising department in warm discussion. The retailer was complaining vigorously because a foot remedy advertisement had been run adjacent to his copy designed to arouse the reader's appetite.

"You spoiled my ad," he reiterated. "Results proved it. I want credit for that insertion, and an understanding that it doesn't happen again."

He won his point.

Eventually, every successful advertiser acquires judgment concerning position. Position contributes substantially to returns, and is far too important a subject to be neglected.



Ed. Paff, of Stratford, Ont., pays very close attention to his window trims as illustrated in the above picture

Building Business in a Small City

**How a Progressive Shoe Merchant Makes New Customers
and Keeps the Old Ones Coming Back—Attractive
Displays the Biggest Factor in Drawing Trade**

Constant displays of seasonable offerings, attractively arranged, will do more to speed turnover than any other plan in the opinion of Ed Paff, Downie St., Stratford. Discussing business-getting methods with "Footwear," Mr. Paff pointed out that his windows have brought him bigger, quicker and better results than any other medium and he awards them the premier place in his plans for going after trade.

"My display windows are without any doubt my best advertising force," said Mr. Paff. "I realized this long ago and believe it is good business to give them continual attention. The returns come promptly and never fail. No sooner is a display arranged than the lines shown commence to move. I am convinced after close checking up over a long period that my window space is the most valuable space in the whole store."

Changed Regularly

Mr. Paff aims to change his window displays every week. People, he says, like to see new offerings of seasonable lines and are quick to talk about merchants who keep fresh displays of timely merchandise for their inspection. They not only look for such displays themselves but tell their friends about them. Mr. Paff believes his store can get no better advertising than this.

It has another value also he points out. Fresh snappy window displays, in well-kept windows involuntarily give people the impression that they are dealing at a live store, where they will get real service, the latest styles and stock that is not shop-worn. When the public gets an impression of this kind about a store, he figures that business is not only cer-

tain to come, but certain to grow and his turnover figures go to prove it.

Aggressive Methods

Mr. Paff does not believe in sitting still and waiting for business to come. By going after trade aggressively he has not only secured a large share of the city trade in Stratford, but has also reached out into the surrounding country and has built up a big business with the farmers. He has them coming regularly to his store from a radius of many miles around.

"Many of these people," said Mr. Paff "were first attracted to the store by the window displays. We make it a point to always give our prices in both store and window displays in large, plain figures that cannot possibly be mistaken. In dealing with the public, especially a buying public compared largely of farmers, this is essential. People from the country nearly always want to know the price the very first thing. If merchandise is shown in the window and not priced, almost without exception prospective buyers have the impression that it is much more expensive than it really is. Possibly 99 people out of 100 will not go into a store and inquire. Country women especially hate to do this, fearing that they will be forced into taking something at much higher prices than they feel able to pay. Many people also do not like to walk into a store and then walk out without something. We get away from all these troubles and answer the all-important first question 'how much' by simply giving our prices and we always stand by them."

Mr. Paff finds that giving prices helps to build

HEAD OFFICE
189 DUNDAS STREET

ROWLAND HILL
RELIABLE FOOTWEAR
429 HAMILTON ROAD

EAST END STORE
429 HAMILTON ROAD

Thank you This is the Record of your size and last now in our files. Your order by Phone or Correspondence.

Name <u>Mr. O'P</u>						
Street <u>386 Adelaide St.</u>						
City <u>C I T Y.</u>						
DATE	SALESMAN	STYLE	SIZE	WIDTH	AMOUNT	
5/19/23	11	5914	8½	C.	\$9.00	
Remarks						

How do you like them?

You recently came to our store and bought a pair of Astoria Shoes. It's a sort of habit of ours not to forget a customer after he leaves his money with us, that's why we ask---

HOW DO YOU LIKE THEM?

Whenever you don't happen to like the shoes you buy here you will like the way we have of making good. We appreciate your business in this store, and we want to keep you coming right along.

Thank you,

ROWLAND HILL

By

Astoria Shoes
FOR MEN

Empress Shoes
FOR WOMEN

Making Shoes Stay Sold

The accompanying cut illustrates a type of letterhead and letter used by the Rowland Hill Shoe store, London, Ont., as a follow up in the sale of one of their high priced lines of shoes. It will be noted that there is shown a copy of the filing card on which is recorded the details of the sale including the date, the salesman's number, style number, size and price, together with the customer's name and address. The management state that they feel that this letter has been valuable in building good will for them. It almost looks like inviting complaints but they state that there are very few, and in any case they believe it is profitable to make an adjustment at a small loss rather than to have a customer nursing a grudge.

This idea is not entirely new of course but it is carried out in this instance in a somewhat unusual and, we believe, a very effective way.

confidence and good will, both of which are invaluable to any retailer. When people see prices on merchandise, he says, they seem to reason that the merchant is not trying to hide anything, and is not afraid to let people know what he is asking. This very fact, he says, creates immediately a favorable impression toward the store. He finds also that giving prices saves much valuable time in sales talk, not to mention effort.

In dealing with the public generally, Mr. Paff centers his efforts on supplying the entire needs of every family and of holding their trade. In numerous cases he finds that by looking after the needs of parents and children, he not only rounds up some very desirable and profitable trade, but his interest in their needs and the questions he asks as to how he can best serve them, brings business that lasts indefinitely, and also good advertising. These people, he points out, never tire of telling friends and relatives of the courteous treatment they received and the good service.

Either For or Against

"Customers advertise a store favorably or unfavorably," said Mr. Paff. "They go away either well

pleased or dissatisfied. I aim to send them away satisfied. In doing so I believe they will not only come back for their future requirements, but will tell their friends. Good advertising from satisfied customers is an ever widening circle. There is no telling how far it will reach. On the other hand a dissatisfied customer can give a merchant just as much bad advertising. It is no more trouble and a great deal more profitable to get the good advertising and to bring the people back again."

Mr. Paff regards it as excellent business to keep his stock constantly turning over. He aims to carry no old or out of date stock. "Special sales" help greatly in doing this. When lines are nearly cleared, Mr. Paff hurries things along by putting on a "Special." People get real values at these sales and Mr. Paff finds the "Specials" good business in more ways than one. He uses his windows and display stands placed right in the door-way with excellent results, in clearing out lines that otherwise might clutter up the store and prevent him showing fresh stock and new goods.

Store displays come only second in value to window displays in Mr. Paff's estimation. He regards a

good store display as a real business getter. Window displays are better he says because more people will see them, and be attracted to the store, but once prospective buyers are inside, it is essential to hold them. Everyone is interested in looking at merchandise and people when they enter a store are more than pleased if at every turn they find an attractive showing of goods. With this end in view Mr. Paff makes free use of display tables and stands to keep merchandise right out where people can look it over, see the prices and talk about it. His store displays he believes sell almost as much merchandise as his windows and he is more than satisfied with the results obtained from them.

In both store and windows Mr. Paff never fails to take full advantage of sales helps, well worded show cards, attractive fixtures and attractive decoration. None of these he says cost very much and any expenditure along this line he regards as money well spent.

Another essential in both store and window selling he says is absolute cleanliness. Customers, and especially women, he says are not interested in a store that is dusty and ill-kept or in window displays that are unseasonable. Windows that are badly arranged and dirty he regards as one of the worst advertisements a store can have because he says people think that if a merchant keeps his store and stock in such condition they cannot expect service or reliable goods.

"Go North, Young Man, Go North"

Northern Ontario is a Scene of Activity and Progress—Optimism Prevails Everywhere

Our Northern representative of "Footwear" is making a trip over the gold and silver mining districts, calling on the boot and shoe merchants and finds that in every case (despite the slump in business in central Ontario), that up in the North every one is busy and most optimistic and all are looking forward to a good Fall and Winter trade. A proof of this is that they are increasing their Fall shoe and rubber orders, and also the travellers are benefiting by good Spring placing.

This in spite of the disastrous fires and fever epidemic, shows the splendid spirit of the North—in conversation with merchants who have suffered, when speaking of these they all say "Oh, we have forgotten about it." At Cobalt, everything remains still the same, as it is the headquarters of all the Northern mining, and supplies are going into Lorrain and Ruhr from there. Merchants are improving their stores, both inside and outside. Haileybury is building up very rapidly, both residences and stores, all over the burnt area. Here you will see up-to-date store fronts the same as on Yonge street, Toronto. New Liskeard and North Temiskaming, Que., which is only 13 miles distant, are very busy transporting all the supplies for the New Quintz Falls dam which is to supply power for the Porcupine and other parts of the North.

Elk Lake is another centre of activity at present. No less than 1000 prospectors and other interested parties have already gone through there via the Mon-

treil River, to Indian Chute, and into the Matachewan, where whole townships are already staked out. Prominent engineers both from the States and England are now on the ground superintending an extensive campaign of diamond drilling.

Another busy spot is Dane station on the T.N.O. Railway, where there are a dozen large autos running into the Larder Lake mines. These run day and night and always have passengers. In addition to the mines, construction of the T. & N. O. Railway is now going on nearby, and all supplies have to go through Dane station. It was while here that I noticed the good openings for shoe repairers as there are none at either Dane or Larder Lake. Then at Swastika there is a real boom. Two or three new shoe and harness repairing stores and others have opened recently. This is a good line up here, owing to the great amount of teaming of heavy freight.

Kirkland Lake, four miles away, is the hub of the whole, and buildings are going up and new merchants opening every day. At all the mines there are large plants, employing big staffs of men. The new railway will pass right through the town and be of great assistance to the merchants, as now they have to team their freight from Swastika.

At Kirkland Lake they have a "curfew bell" which is a large steel triangle about 4 feet each way, and at eight o'clock every night the priest rings this and all children immediately go to their homes.

Cochrane has fully recovered from the fever outbreak and all merchants are preparing for a busy Fall and Winter this season.

Timmins is the wonder city of the north, and it is predicted will have a population of 50,000 people inside of the next ten years. Here everyone is busy all the time.

No Slump in This Firm's Business

It is always very gratifying these days to visit a concern where the plant is busy and the management is cheerful. That's what one finds at the factory of the Tillsonburg Shoe Co., Tillsonburg, Ont. This concern has been growing steadily since it was taken over by L. R. van Geel and Wm. Coloff in 1914. At that time the production was 600 pairs a day. Additions to plant and equipment have since been made from time to time and at present the production runs 1,800 pairs a day. The line handled is staple shoes for men and boys, which are sold to the jobbing trade.

In 1919, Mr. van Geel, general manager of the Tillsonburg concern, decided that the time was ripe for an extension of activities and accordingly bought out the Allied Shoe Co. at Simcoe, Ont. He has since been running the latter plant (under the firm name "Norfolk Shoe Co.") in addition to carrying on his duties in the management of the Tillsonburg Shoe Co. Within the last year he decided to move the Norfolk plant to Tillsonburg, in order to make it possible to keep in continuous touch with both concerns. The new plant is now located just north of the Tillsonburg Shoe factory, separated from it only by the offices which connect the two buildings. It is equipped for a daily production of 1,200 pairs in womens' misses', children's, boys', youths' and lads' staple shoes. These are made in calf, box kip and pebble on the most modern lasts for this type of footwear.

A Bird's-Eye-View of The Shoe Style Situation

As Revealed by the Exhibits of the Shoe Manufacturers At the Canadian National Exhibition—Buck and Suede In the New Shades of Logcabin, Bamboo, etc., Hold the Centre of the Stage But may Wain in Favor After October—Not Many Radical Changes in Patterns—Underlays Tend to Replace Cut-Outs—Some Short Vamps Shown

The Made-in-Canada Shoe Exhibit at the Canadian National Exhibition afforded a splendid opportunity for getting a bird's-eye-view of the style situation. There was quite a representative gathering of samples, and a considerable number of travellers and manufacturers were in attendance from the various shoe centres. So "Footwear" took the opportunity of getting a consensus of opinion with regard to the situation during the coming season, which is given below for the benefit of our readers.

Women's Styles

The general opinion is that there will be more oxfords sold than straps; about 60:40 would be an average figure, though some place it as high as 75:25. It is a little difficult to judge from looking over the samples as to the probable popularity of the shorter last—some are showing it and some are not. The majority of the manufacturers have not shortened the vamps of their welt oxfords. One house of prominence, however, was showing shorter, squarer welt lasts, and another was cutting away the patterns more at the throat to give a shorter appearance, without actually changing the lasts. In turns many stubby toes were seen, mostly, it seemed by way of illustration, rather than with a view to pushing them. In just one display of footwear of Dominion-wide reputation was the short vamp very prominent, and it is probably safe to say that it will not sweep the moderate vamp off the boards.

Th heels in walking shoes run from 8/8 to 14/8, with 10/8 to 12/8 leading by a little. Some say the tendency is toward higher heels, but that is not the view held by the majority.

New Shades in Buck and Suede

The feature of the situation with regard to materials is buck and suede in the new shades, logcabin, bamboo and mandalay. The suede was more prominent in the highest-priced lines and the buck in the less expensive. In nearly every booth samples of one or the other in some of the shades mentioned, particularly logcabin,

occupied a prominent place. These were shown both in brogue oxford and strap patterns. The general opinion is that there will be a big sale of buck and suede brogues, especially, up until the end of October. After that brown calf in rich tones is considered the best bet by many. Some, however, comment on the call for black leathers, and black kid is mentioned in several quarters as likely to be quite strong in more conservative types of shoes. Of course, in the sale of corrective footwear and purely staple lines, it will predominate.

Gores are little seen in welt samples; and, in general, the tendency is to stick to rather manish effects in oxfords and the one-straps. Shawl tongues are fairly strong. There are few cut-outs.

In fashionable turn footwear for street or afternoon wear, autumn buck, black satin and patent are all showing fairly strongly. One-straps are probably strongest, with two-straps, cross-straps and twin-straps running on about on a par. Apron fronts are also shown to quite an extent and a number of fancy strap effects. Some gore effects are featured in the higher grade lines, but they do not look like a volume proposition. A few three-straps and operas are also showing.

Trimmings Harmonize Closely

In turn patterns, it is noticeable that cut-outs are much less in evidence, their place being taken largely by underlays. Combinations in contrasting colors are dead, but there is very general use of trimmings in closely harmonizing shades with different materials. Thus one sees fieldmouse kid employed very largely to trim autumn or logcabin buck. The general effect is good and pretty designs are achieved without loudness. While there are many patterns approaching the sandal type, the new samples as a whole, are less cut away than last season's.

Spanish Heels Lead

Spanish heels lead by a big margin in the turns. Some manufacturers show them on a 50:50 basis with the Louis, but several are showing no Louis at all. The Spanish junior is quite popular and makes a neat looking heel.

Quite a few covered boxwood heels 8/8 to 10/8 in height are shown.

In evening slippers, there is little new to note. Black satin and silver cloth still lead, and the patterns shown are mainly one-straps, cross-straps and two-straps. There are some cross-strap effects with both straps buttoning on the same side of the shoe. One manufacturer of high-grade turns was showing this pattern strongly in brilliant shades of velvet—orange, rose, green, blue, and cerise. This made a very striking line, but of course ran into pretty steep figures. Some black suedes are also shown in evening footwear.

Men's Styles

Men's lasts continue on the square-toed effect. They are for the most part a little fuller with angles perhaps a trifle less pronounced. In young men's stuff, some of the lasts are still squared off pretty sharply and a ridge down the centre of the toe is one of the latest touches, but the general trend appears toward fuller outlines. Heels remain about the same and the great bulk of the goods are sold with half rubber heels.

Many Oxfords Will be Sold in Cities

In the cities there will be a big quantity of oxfords sold this fall, as much as 60 per cent. of the total volume some retailers estimate, but taking the country as a whole there will probably be more boots sold. In the more conservative lines, manufacturers say the call is about 75:25 in favor of boots.

Bals have a long lead on bluchers in stylish

footwear, but in the staple goods, the latter still hold their place of popularity. The majority of the samples are shown in medium-weight smooth calf leathers and the colors are holding to the rich brown tones for the most part—toney red and mahogany. High-grade manufacturers, however, predict a swing toward lighter shades in the spring, fading off to medium tans. Heavy Scotch grain leathers are not shown to nearly the extent that they were, but the representative of one firm reported that, judging from the comments and enquiries of the men who stopped at his exhibit, public interest in the shoes made from this type of leather is still quite keen.

Blacks May Strengthen

The percentage of colors to black is placed, in general, on a 50:50 basis. Some expect, however, that the blacks will come in quite a bit stronger. Patent is seen in several samples for street as well as formal wear, though it is not likely to be big.

Stitchings have largely replaced perforations as a decorative medium, though there still remains a staple demand for brogues. Heavy English types of shoes in brogue patterns, not superflously perforated, retain their popularity with a certain percentage of the men's trade.

The stitchings in some of the young men's samples are shown in quite fancy effects and diamond perforations are seen in one or two instances. Extensions on the lighter weight shoes are a little closer.

In general, it may be said that the trend in men's shoes is following the lines dictated by comfort and common sense and avoiding any extremes of style that would conflict with these.

The Co-operative Spirit Among Retail Merchants

I passed a window display the other day in which merchandise from half a dozen different stores was displayed. The motif was an outdoors one. The advertiser sold only two or three lines of the quite large number entering into the window scheme. What he did was simply to borrow the needed merchandise from fellow merchants. Cards used as he displayed it indicated the store from which it came.

Happenings of this sort, the writer's observation goes, are several times as numerous as they were a few years ago, and twenty times as numerous as they were still further back. This is only one way that merchants can co-operate with each other in their advertising activities.

In a small city we know of two dealers who frequently send out a joint mailing. One dealer owns an addressing machine, and has a complete mailing list. The second dealer chips in the cost of the envelopes, which the first dealer runs off,

and they divide the postage. Each saves substantially.

In still another instance, a city retailer who has an unusually good list of country people who have bought of him by mail, swaps this list with other dealers in different lines for their lists of people who have bought of them by mail. All parties thus are able to build their lists. Just as a man who has once bought oil stock is a better prospect thereby for future mail stock selling, so people who have bought merchandise by mail are a high grade of prospects for direct mail advertising.

More valuable even than such co-operation as the foregoing is the swapping of advertising experiences by brother merchants. Let the bars down, be unafraid to reveal reverses as well as successes; analyze experiences with other retail advertisers. There is surprising benefit to be derived thus.



Although one of the smallest stores in Atlanta, this store pays a monthly rental of \$1,000, having a gross monthly overhead of close to \$3,000. These windows are the only advertising medium it uses; and these windows are bringing into the store about \$12,000 worth of trade every month. Does window advertising pay? It truly does in this instance

Windows That Sell \$400 Worth of Shoes a Day

The Story of a Shoeman Who Gambled on the Value of Good Window Space, and Won—His Displays are His Only Form of Direct Advertising

There is no question of doubt about the genuine value of good windows; no question of doubt that well-dressed and attractive window displays will have a noticeable influence on sales in the average shoe store, will automatically create sales, as it were, by creating the desire for possession in the minds of a certain percentage of those who may see the display. Truly it is not a subject that permits of argument to the contrary; there are very few merchants in this progressive day who do not have plenty of confidence in the sales-pulling power of good windows—

Will the Windows Handle an Overhead of \$100 per Day?

And yet, I wonder just how many merchants there are who have a sufficient degree of confidence in this medium of advertising that they would be willing to back up their judgement by shouldering an overhead burden of expense amounting to approximately \$100 per day, and depend solely and entirely upon their window displays to bring enough trade into the store to not only take care of this overhead, but to also show them a reasonable profit into the bargain?

This, it seems, would be a fairly sizeable risk to undertake, for in order to cover an overhead of around \$100 per day and show a reasonable profit at the same time, the windows would have to sell somewhere in the neighborhood of \$400 worth of merchandise per day to handle the overhead and the net profit; and one has to figure, too, that this overhead expense will run along on an equable basis day in and day out the year around, regardless of whether the sales volume may amount to \$50 per day, or to a thousand.

And so we will probably all agree that a hundred dollars per day is a sizeable burden for any merchant to undertake, when he is counting solely upon the sales-pulling power of his window displays to bring

into his store a sufficient volume of trade to take care of it.

Such a merchant must necessarily have a great deal of confidence in good windows. And such a one is Edison, the merchant with whose business this article deals.

Here's the story:

Small Store—Big Windows

A few months ago a newly remodeled store building was for rent in this city at the corner of Whitehall and Alabama Streets; this is in the very center of the retail shopping district, and is the busiest metropolitan corner in this section of the country. There are downtown corners like it in Toronto and doubtless you have some idea of what they rent for. Well, the rental price of this store was \$1,000 per month, or very close to it. The store itself is very small, shaped like a capital L, and having a forty-four foot window display frontage on Alabama Street, a very small frontage on Whitehall Street, and being only ten feet wide on the inside.

Edison, who was a shoe merchant of many years experience, looked this location over and considered its possibilities. To the average shoe merchant they would not have seemed very bright. Next door was the store of the Fred S. Stewart Shoe Company, in business at that location for a great many years; one door further down the street was the store of the Byck Brothers Shoe Company, also in business at that location for many years; within a block further down the street were three of the city's largest department stores, directly across the street on Alabama was the French Shoe Store, and within half a block further up the street were two shoe stores and another department store.

Therefore, it would certainly seem that with so

large an amount of competition close at hand, and the further fact to be considered that all these stores were operated by long established and well known firms, it would be more or less in the nature of business suicide to open a retail shoe store at this location.

And yet, when Edison saw that forty-four foot window display frontage on Alabama Street, when he saw that thousands and thousands of people passed those windows every day, when he measured the wonderful possibilities that these windows afforded, he did not hesitate a moment to sign the lease on this store. He was shouldering a big burden, true, but he was backing up his confidence in the sales-pulling power of good windows.

Within a few days Chandler's Boot Shop, handling women's shoes exclusively at \$5.00 and \$6.00 per pair, opened its doors to the Atlanta shopping public at Whitehall and Alabama Streets.

No Advertising Save Window Displays

The daily rental here, figured down to that basis, is somewhere in the neighborhood of \$35.00, while the rest of the overhead that the store has to carry will bring the daily expense total very close to a hundred dollars. And because this store does not invest a single penny in any form of advertising save its windows, to cover that item of overhead and show a little profit besides these windows have to sell something like \$400 worth of shoes every working day. But Edison's confidence in this medium of advertising has been amply justified by the results that have since been achieved.

Just how much attention a window display is going to attract from the passersby, just how many of these people it will influence sufficiently that they will come into the store to buy, is a matter that is very largely dependent upon how well the "stage effect" has been carried out. But, of course, this must not be overdone or the sales-pulling power of the windows is very likely to prove a negligent factor; that is, the artistry and beauty of the trim, the attractiveness of the color scheme and the background arrangement, the "stage effect" in other words, must not be so apparent as to detract the attention from the shoes that are on display.

Actual Proof of Pulling Power of Displays

Now, let us remember that we are considering here windows that are actually depended upon to draw something like \$400 worth of trade into a retail shoe store every working day; for months these windows have been accomplishing this result, so our natural conclusion is that they must carry out the various principals that the window display experts so frequently talk about. In other words, we are not regarding this matter from a theoretical standpoint in any sense, but are regarding it from the actual, everyday experience of a retail shoe merchant whose situation is really somewhat peculiar; peculiar for the reason that he is able to point out with some degree of accuracy just what the sales results have been from this medium of advertising. And this is the more important because, as you know, it is all but impossible to trace the sales results from window displays in a big majority of cases.

The Color Scheme

The color scheme that Edison has used in these windows is particularly of interest because of its ef-

fectiveness. The background color scheme is plain, and yet it is unusually attractive. The walls at the rear of the windows are painted a plain, cream colored ivory, with blue fresco designs at intervals, and with blue painted borders.

Regarding any one of these windows from the exterior when they are in trim one is immediately impressed by the attractiveness and the simplicity of this color scheme combination; against this background the merchandise on display seems to stand out with an unusual clarity that very effectively brings out all of its details. For instance, no doubt



The Chandler store is in the shape of a capital L. This photo shows the large part of the L. Note the attractive manner in which the merchandise is displayed, how the shoe boxes on the shelves carry out the general color scheme, how every available foot of space is utilized. Yet the arrangement seems to add to, rather than detract from, the beauty of the interior

you know how the double pictures look when viewed through a stereoscope, how the illusion makes the objects in the picture stand out so clearly; well, the simple color scheme used in the background of these windows seems to show up every article of merchandise, every pair of shoes, in just that same manner. Other things being equal, when you can get a result like this in your windows you have a feature that will undoubtedly create many sales.

Mirrored Sections Enhance Lighting Effects

The background here is made the more attractive by an arrangement of beveled, diamond shaped windows and mirrors that extend two and one-half feet down from the interior ceiling to the solid boarding that comprises the background; in four of the window units the transparent glass is used, and in two of them the mirrors. This has the effect of adding considerable light to the interior of the windows, and makes them especially attractive at night under the artificial lights, which are always kept on until 12 o'clock; the best results are in the windows having the mirrors. It gives the whole display, every article of the merchandise, a brilliant, effect that will instinctively attract the attention of nearly every person who passes the store.

One-Price Trims

On Alabama street the forty-four foot frontage is divided into six separate units, each unit practically a separate window in itself. This allows easy access and makes quick trimming of the windows possible. Usually the plan followed is to display merchandise

of a single price only in one unit; for instance, there will be one window with various attractive novelties at \$5.00, another with \$6.00 styles; and another window with plainer footwear at \$5.00, and another at \$6.00, etc. The best results have been accomplished in this way. It is the custom, too, to change the display in all the windows at least twice every week.

Turned Stock Eight Times in a Year

And these are the windows that are bringing into this retail shoe store somewhere in the neighborhood of \$400 worth of trade on the average every day; these are the windows that have enabled this store to average, so far at any rate, eight complete turn-overs of its total stock per year. What else could it be but the windows? The store does not invest any money whatever in newspaper advertising; it does not use the poster board, the bill boards or street car cards; it does not advertise by the medium of the mails; and it has not been long enough established for its salesmen to have developed anything as extensive as this in the way of "call" trade; in fact, it began to enjoy such a volume almost the day of its opening, and, when all the facts in the case are considered, we take it for granted that it **must** be the windows that bring these customers into the store.

Thousands of people pass this particular corner every day; by far the biggest majority of them pass without even noticing these windows; a small minority of them will give the windows a casual glance; and still a smaller number will view them with more or less interest, stopping, of course, to do so. And it is from the latter that the store draws its sales volume. Probably about 150 or 200 of them will go into the store in the course of an average day; and of these something like 75 to 100 will likely buy. So there you have it; after all there is nothing remarkable about windows that will draw \$400 worth of soles per day. The thing works out something like a process of evolution. They can say what they please about the man who builds the best mouse traps and the world beating a path to his door; in the retail business it is location that counts. Windows will sell only to a certain small percentage of passersby, and location therefore is decidedly important if one does like Edison did, and depends solely and entirely upon the windows for the sales volume.

A Handsome Interior

Inside we find a store that would be a credit to any city. Practically the same color scheme is carried out as in the windows, save that the cream colored ivory gives way to a darker shade of gray. The walls, the ceiling and all the woodwork, even the chandeliers and their extension chairs and the shoe boxes on the shelves, carry out this blue and gray color scheme.

We find, too, a store in which every available foot of space is utilized from the floor to the ceiling, and in a manner that, instead of creating a cramped, cluttered up appearance as one would expect, has a distinctly opposite effect. The arrangement of the merchandise in stock is such that this store, although it is one of the smallest shoe stores in the city as regards its size in square feet, is able to carry a stock on its shelves as large as is carried in the aver-

age shoe store with a square footage three times as big.

A great deal has been said and written on this subject of utilizing all available space, and there is a mighty good lesson here for almost any shoe retailer interested in that subject. In trying to utilize space like this many dealers do not give serious enough consideration to the fact that this should be done in a way that will not give the store a cramped or cluttered up appearance. And here we have a store that accomplishes this result by an arrangement of the merchandise and a combination color scheme that, instead of detracting from the beauty of the interior, really adds to it.

As previously stated this store is in the shape of a capital L. The main part of the L is a comparatively narrow room some forty odd feet in length, the entrance from Whitehall street at one end of it.

Just inside is the hosiery department. The right wall of the room from the floor entirely to the ceiling contains tier upon tier of shelves, thirty-one of them in all; as the space between these shelves is only a fraction of an inch wider than a shoe box, therefore, when all the shelves are filled, this wall seems to have the appearance of solid gray masonry, though in reality it is a wall of shoe boxes. As these boxes are all of uniform color, gray and blue, thus shelved they make quite an attractive appearance, though one would really have to see it in order to appreciate it properly.

Utilizing Space to the Best Advantage

All of the wall space above the main entrance from Whitehall street, the full width of the interior, is similarly shelved, and above the display windows fronting Alabama street along the left side of the room, as will be noted if you look at the interior photograph of the store which accompanies this article.

As I have stated all of the shoe boxes are uniform, being of precisely the same shade of gray as the ceilings and the woodwork, with blue labels denoting the size, style, price, etc., of the shoe contained in the box. It is this carrying out of the general color scheme followed throughout the store that makes this arrangement of the merchandise so attractive, that, instead of giving the place a cramped and cluttered up appearance, adds rather to its beauty.

In this one room there is enough shelf space for carrying more than 2,500 pairs of shoes, while in the smaller part of the L, where the arrangement is about the same, there is space for almost as many additional pairs; in fact, the whole store, though one of the smallest in the city, is able to carry in sight on its shelves almost 5,000 pairs of shoes.

"Hikers" at the C. N. E.

A display which attracted much attention at the Shoe Exhibit was showing of "Hikers." A great many people have already been acquainted with this name through the advertising campaign that was carried out last year, and C. S. Corson, who was personally in charge of the samples, was very gratified with the comments and enquiries which were received. He declares that there is ample evidence that the public is keenly interested in footwear for boys and girls into which the highest wearing qualities are built.

Report of the Joint Style Committee of the U. S. Shoe Industry

Recommendations for October, November and December Selling

The country is so broad in its geography and popular tastes that it is well to interpret this report in the light of your own local community. The broad trend of style is here carefully weighed, with advanced information from authorities in garment colors and apparel tendencies. Use this as your national guide to the general swing of styles for October, November and December selling.

Women's Styles

Conservative welts—The staple shoe of the store, conveying merits of service, comfort and appearance.

Patterns—Straps, 50 per cent; oxfords, 50 per cent.

Lasts—Medium prevailing lasts will continue.

Heels—10/8 to 14/8.

Materials—Black and brown leathers, (autumn brown, hazel, congo and Mandalay, according to the official card).

Fashion Welts—A type of welt construction embodying as far as possible lightness of weight, close edging and trimness of lines.

Patterns—Straps, oxfords and some gore effects.

Lasts and Heels—Medium round toes in 9/8 to 13/8. Slightly broaded toes in 13/8 and 14/8, carrying slightly shorter vamp.

Materials—Black ooze—plain or trimmed. Colored ooze in browns and colors classified as beige, thush, hazel, Mandalay and log cabin trimmed with kid or calf leathers to blend. Patent—plain or trimmed. Medium gray ooze—color card name "fog"—plain or trimmed.

Fashion Turns

Patterns—Straps will predominate. Dainty gore effects. There will be variations including straps, anklets and sandal effects.

Lasts—Medium with tendency toward slightly fuller toes in new oval toe type and slightly shorter vamps.

Heels—Boxwood, 12/8 to 14/8. Full Louis and Spanish Louis, 13/8 to 17/8.

Materials—Black satin, patent, colored ooze, black ooze, Colored kid in subdued shades, brown satin (color card name "Log Cabin").

Evening Slippers

Patterns—Straps will predominate with a liberal proportion of cut-out effects in quarters, and new sandal effects. Tongue or similar effects to provide for rhinestone and cut steel buckles.

Lasts—Medium toes.

Heels—Full Louis 14/8 to 17/8; shape XV and Spanish.

Material—Silver and gold brocade, plain or trimmed; satin, plain and brocaded; bronze kid, brown satin.

Men's Styles

Patterns—In October oxfords will still predominate. Later, or just after the show, high shoes will

gain rapidly with a possible average of 60 per cent boots, 40 per cent oxfords.

Stitching will predominate as heretofore. Lace and Brunswick pattern bluchers will prove best in stylish shoes.

Lasts—French type—Brogue and conservative lasts will continue as best sellers in the order named. A tendency is noted in favor of a new medium toe, custom English last.

Heels—To remain 7/8 to 8/8 as heretofore, 90 per cent rubber heels.

Color—Colored leathers will probably represent 50 per cent of the total sales. Hazel brown, cherry red and lighter shades of tans in the order named. Blacks and patents to gain strength later in the season.

Leathers—Medium weight smooth calfskin will predominate. Heavy weight and boarded effects to gain as season advances. Patent leather to continue gaining favor. Scotch grains, black and brown kids to sell in limited amounts. Sport shoes and all tones to be sold out during this period. (Proper shoes for men for the right occasion—particularly no tan shoes after six o'clock. Let this be the slogan of every retailer to get more shoes sold right).

Boys' and Youths' Shoes

Boys' and youths' shoes follow the trend of the men's styles.

Juvenile Styles

(For School Wear)

Patterns—Growing girls—Straps and oxfords. Misses and children—Boots.

Leather—Growing girls—Tan calf and grain leathers, patent, suede leathers with trimmings to match or contrast, black calf. Misses and children—Tan calf and lightly boarded leathers, brown and smoked elk.

Play Shoes

Patterns—Regular height, lace or blucher cut.

Leathers—Tan calf, brown and smoked elk leathers.

For Dress Occasions

Patterns—Strap pumps, oxfords.

Leathers—Boots—Patent with dull and white tops; patent with gray, beige or other suede or cloth tops; tan with suede top to match. Oxfords and straps—Patent, patent and suede combinations.

In misses' and children's shoes there is a strong tendency in favor of low effects over a greater period of the year.

Growing Girls

Growing girls' shoes will follow the trend of the women's styles, recommended both as to patterns, leathers and materials. Lasts will be medium round toes, heels leather or covered from 7/8 to 10/8.

Doesn't It Happen Every Day?

Four Little Real-Life Anecdotes Showing Why Some Customers Bought and Some Didn't—The Lessons Taught are Applicable to Footwear Stores

Tying In to Business

I bought a tie in a haberdashery store and took it home with a feeling that it was in perfect condition. For some reason or other, I put the tie away and did not bother to wear it for about three weeks. The first time I had it on my wife called my attention to a defect in the tie which I had not noticed. I of course took the tie off right away, and the next day I returned to the store where I made the purchase. The proprietor was quite willing to make an exchange, although three weeks had elapsed since the purchase was made. I have a friendly feeling towards this store as the result of the courteous manner in which I was treated, as it was the first time I had ever found it necessary to return so small an article as a necktie. I will undoubtedly return there for my next purchase in this line.

Make-believe Radio Dealers

The ignorance of some radio dealers regarding the equipment they sell is, as "Bud" Fisher puts it, "positively refreshing." This does not apply, I know, to the great majority of radio dealers, but there are some dealers of the smaller type who know less about the parts of which a set is constructed than the most green amateur. I became greatly interested in radio a few months ago and decided to undertake the construction of a simple receiving outfit. I read a few text books on the subject of putting together such a set and then went to a nearby radio store, the only store in the immediate locality of my home, to purchase the parts required in this particular circuit. I naturally expected to find the dealer supplied with not only the actual articles I required, but also with a fund of practical information for my further guidance. A few moments conversation with him made me feel that I knew a great deal indeed about radio in general and the construction of receiving equipment. As a result of this conversation, I decided to go elsewhere for the supplies I needed and am now making my purchases at a large downtown store. Although it is not as convenient to go there every time I need any supplies, yet I know that I can always receive there any information I may desire about the little problems which every amateur runs up against in the construction of a radio receiving set and I confine my purchases solely to this store. My local dealer seemed to be satisfied to be able to distinguish a plate condenser from a variometer and has not awakened to a realization that what the purchaser

of radio equipment wants more than anything else is information and advice.

Passing Up the Kiddies

My small sister came home the other day with a moving tale of her treatment in a sporting goods store. She had taken down her tennis racquet for re-stringing and it seemed that almost every other tennis racquet in the city also needed repairs. At any rate, there was a big crowd in the store, at noon hour, and apparently she stood there for 15 or 20 minutes before the clerks deigned to notice her, while adults



kept shoving ahead and had their needs attended to. Finally, of course, the crowd thinned, and a lordly clerk condescended to look after the wants of the tearful little lassie with her cheap racquet. She came home with a strong prejudice against that store and no doubt her opinion influences the adults of the family. What is more, some day she will be a buyer herself, and it will be quite the usual human procedure, if her prejudice against that store continues.

A Goodwill Letter

I got a letter the other day which struck me as a good idea. There would appear to be no difficulty in adapting it to the footwear business—it cements goodwill. Here is the letter, from my insurance man:

Dear Mr. Andrew:

I want to thank you again for the fine business which you have just given us.

While I know that in taking insurance from us you are getting the best insurance procurable, I do not want to accept your business simply as a matter of course. I want you to know that I appreciate it very much.

Yours very sincerely,

A Page with the Travelling Men

J. H. Vigneault

J. H. Vigneault is both a retailer and a traveller. He is a partner in the shoe store of Daoust & Vigneault, St. Catherine street, East, Montreal, and on the road represents John McPherson Co. Limited, Hamilton, Ont., the Newport Shoe Company, Toronto, and G. E. Boulter, Toronto.

It is obvious that a traveller who has had practical



J. H. Vigneault

experience of the retailing end of the game possesses a qualification which is of real advantage—he is in a position to look at business conditions from both sides, and to talk with a knowledge born of actual experience.

Although Mr. Vigneault has been travelling for only seven years, he has been connected with the shoe industry all his business life. After some years in the States, he went to Montreal and joined the sales staff of Geo. G. Gales & Company, and then was appointed manager of the shoe department of James A. Ogilvy, Limited, a position he held for two years.

Like many others, he had different ambitions, and his next move was to the Dominion Rubber System, for which during five years, he travelled in the Eastern Townships, with one year in Montreal. Early this year he took up the lines he now represents, his territory covering Montreal, Quebec, Three Rivers, Sherbrooke and Granby.

Geo. Cowling on New Territory

Geo. Cowling, who has been covering Western Canada for Getty & Scott during the last few seasons, will carry the Classic line through Western Ontario this fall.

T. J. Porter

T. J. Porter, representative of the Miner Rubber Co., in addition to covering York county, Victoria county, Ontario county, Northern Haliburton and the Owen Sound districts, is now taking in the territory through the Barrie, Midland and Penetang districts.

W. N. B. Jackson

Thirty years on the road is the record of W. N. B. Jackson, of Montreal. Naturally, during that period he has seen great changes in the shoe industry, as these years cover the time when the Canadian trade has undergone a revolution. It has developed until today Canadian footwear occupies a leading position in the shoe industry of the world, when style and quality are considered. "Billy" Jackson has also witnessed some radical changes in conditions as they affect salesmen. He comes from a family with strong shoe associations. From his earliest years he knew a lot about shoes, as his father was a traveller for Ames-Holden. Billy got an insight into the worries and joys of salesmanship by accompanying his father on his journeys, and doing some selling.

When a vacancy occurred on the travelling staff



"Billy" Jackson

of Ames-Holden, what more natural than that Mr. Jackson should get the job. He held this for ten years, and then went over to the firm of Jackson & Savage, shoe and rubber jobbers. That firm is now known as the Miner Shoe Company, Montreal, Que. Mr. Jackson continued here for 12 years, covering the province of Quebec and Eastern Ontario.

He is now with Chipp (of Canada) Incorporated, formerly known as Harry E. Thompson, Limited, Montreal, shoe jobbers. Mr. Jackson travels in the city of Montreal, Ottawa and the Eastern townships, and as far as the city of Quebec. He has the reputation of being a first-class salesman—to use the words of one who knows him intimately, "Billy can sell anything." What more need be said.

Western Salesman Visits C. N. E.

L. Godbolt, of Vancouver, western representative of J. & T. Bell, Ltd., has been in the East during the last few weeks and spent some time at the shoe exhibit at the Toronto Exhibition. Mr. Ingledew, of the Ingledew Shoe Co., Vancouver, accompanied Mr. Godbolt east on a buying trip.

Joins Gales Brothers Staff

J. A. Vallary has tied up with Gales Brothers, of Quebec City, and will cover the Ontario jobbing trade



J. A. Vallary

for this firm. He has opened a permanent sample room at 98 Wellington St., West, Toronto.



J. U. Larose, whose portrait is shown above, will, for the time being take care of the business in the Eastern section of the Island of Montreal for the Miner Shoe Co. He was formerly working the Ottawa Valley and part of the Eastern Townships for the same company. This territory will now be covered by J. S. Gariepy

An "Old Shoe" Contest

Baden P. Leach, who is known to many in the trade as a capable shoeman, has recently opened a fine store in Port Colborne, Ont. In addition to footwear, he carries hosiery. Mr. Leach formerly operated a store at Humberstone, and also had experience with C. L. Robins, of Welland, and with M. E. Schooley in Port Colborne. His present business is carried on under the name "Vogue Boot Shop."

In order to draw the attention of the public to his new store, Mr. Leach made use of an interesting stunt offering a Five Dollar prize to the person who would hand in the oldest pair of shoes in the district.

A small handbill reading as follows was distributed:

FIVE DOLLARS REWARD

For the **Capture and Conviction** of the oldest pair of shoes in Port Colborne or Humberstone.

If you haven't an old pair yourself make a dive for your neighbor's ash can. Bring a pair of some kind. They may win \$5.00 in gold.

Come to the Vogue Boot Shop and get acquainted with our New Stock of Boots and Shoes. We Pride ourselves with having the best values in Ontario for Men, Women, and Children. Give us a call and bring your Old shoes. They may be worth \$5.00.

—RULES FOR CONTEST—

Mud must be brushed from shoes. Shoes must be in our windows before Saturday, September 23rd, at 6 p.m. when the five dollars will be given to the winner. Each contestant must make a purchase of \$1.

Crescent Shoe Company Extend Their Line

In order to cater more fully to the requirements of their many clients the Crescent Shoe Co., Montreal, are now making misses and gents' shoes. The addition of these extra lines makes the Crescent line complete.

A Mail Advertising Secret

The folks who compile mailing lists will tell you that: "A good list is 90 per cent of a successful mailing." Allowing for natural enthusiasm, there is still a mighty big case for the carefully compiled list. How far successful retail advertisers are going in their work here, an example which recently came before the writer's notice shows:

A Western retailer sends out regularly individually typed letters to actors. The list is made up every week—a list of actors who will arrive shortly at their last stop on the road before reaching the retailer's city. The actor receives the letter at this last stop. It is a letter of friendly good cheer and welcome. Only incidentally does it mention the retailer's business.

On the morning after the actor's first appearance in the retailer's home city, the latter sends a second letter, congratulating the actor on his appearance, and inviting him to call at the store, where he will receive personal attention.

There are retail businesses, and individual cities, where this would not be a workable letter plan. I cite it to show the lengths that stores are going in their efforts to make store letters most effective. Mailing lists warrant all sorts of care in their preparation. For practically every business, there are opportunities for "unusual lists," in their close study of trade opportunities, resembling the actor lists mentioned above.

Many of these carefully compiled lists will be small. Often they will be usable but once. In general, my observation is that such lists yield much higher percentages of returns than most large lists.

A Wide-Awake Yarmouth Shoe Concern

There are some mighty fine shoe stores down by the broad Atlantic, and among them that of Porter & Robbins in Yarmouth, N. S., ranks high. The illustration shows a special window display which the firm used during a recent sale, which proved very effective. They believe in "showing the goods" to the best advantage, not only in the windows but also in interior displays. A number of show cases are



used at strategic points in the store, and the arrangements generally are both convenient and attractive. The cartons are all labelled with the name "Porter & Robbins," presenting a pleasing appearance.

Mr. Porter at the time of "Footwear's" visit was away on a trip in search of renewed health and vigor. His vacation was reported to be having the desired effects. We join with his many friends in wishing him a speedy and complete recuperation.

British Concern Entering Canadian Market

One of the oldest and best known of English shoes is the "Moccasin" brand a high quality product on which the makers, Messrs. Padmore & Barnes, Northampton, England, have built up an enviable reputation. Like a number of other British Manufacturers, this firm is now looking to Canada for trade and has appointed Canadian distributors. E. T. Carter & Company, 85 Front St., East, Toronto, Ont., will take care of Ontario, Quebec and the Maritime provinces. Alex. Forbes will distribute through the Middle West and British Columbia, and S. Teeman has the Chicago agency.

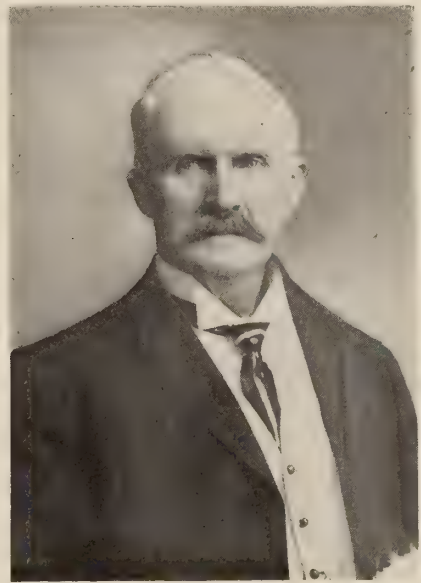
Padmore & Barnes have their factories in Northampton, England, and are one of the largest organizations in Great Britain devoted to the making of high grade boots for men and boys. Their daily capacity is 2,500 pairs and by maintaining a large in-stock department they have become known as the "Return" House, meaning that the entire line, either in single pairs or by the gross, can be duplicated by return mail the year through. It is the intention of Carter & Company to follow the same plan in Canada. They are preparing large warehouse space for the purpose, and shipments are coming in regularly.

Mr. H. J. Carter, head of Carter & Company, will

have personal supervision over the distribution of this line in Canada. He is very enthusiastic about it, both as to quality and fitting, the complete line for Canada being made on either Canadian or United States lasts. He had an attractive display at the Canadian National Exhibition, which is mentioned elsewhere.

Obituary

A shoeman who was known as one of Toronto's oldest residents, as well as a veteran of the shoe trade, has passed away in the person of Mr. Geo. J. St. Leger. The late Mr. St. Leger was in his eighty-first year. He was born in Dublin, Ireland, and had lived in Toronto for the past 52 years. He was the founder of the St. Leger Shoe Company, which is one of the largest chain shoe store organizations in the country, and of which his son Geo. St. Leger is the managing director who will continue the



The late Mr. G. J. St. Leger, founder and president of the St. Leger Shoe Co. In business in Toronto for over 40 years

business as usual. He is also survived by one daughter, Mrs. S. B. McCall, of Toronto, at whose home his death took place on August 28, following a period of ill-health.

The late Mr. St. Leger was very active in social and civic affairs, and his vigorous mentality, even in very recent years, has been a surprise to those who have met him at gatherings of the trade. For several years he was an Alderman of the city and was mayor of the town of West Toronto in 1901.

Adds New English Lines

Robert D. Ayling, 23 Scott Street, Toronto, who is widely known in the Canadian shoe retail trade as the agent for Church & Co., Northampton, England, and other British firms, has recently added to his lines by taking the agency for Sexton, Son & Everard, Ltd., Norwich, England, and Horace Wright & Co., both of which firms he will represent in Canada and the States. The former company manufacture a high class line of fancy slippers, and a complete range is now being made up to specifications for the Canadian trade. Horace Wright & Co. produce a line of boys' solid leather boots and shoes in box calf and box kip, sizes 11 to 1½, 2 to 5½ and 6 to 8.

Bookkeeping for the Shoe Repairer

A Valuable Paper Presented by Mr. A. C. Anderson, of
Windsor, Before Recent Convention of Ontario
Federation—Read it



When I first went to night school to learn bookkeeping, I was told to enter everything in a day-book. For example, you get an invoice from a jobber; this would be entered "Bo't of So-and-so, one roll of leather, 100 lb. at 96c.—\$90; 1 doz. insoles at 85c.; 1 box of polish, and your whole invoice was copied in the Day-book. Then you took another book called a Journal and made an entry as follows: By Dr., Mr. So-and-so, and the amount of the bill. Then you opened a ledger account: Mr. So-and-so, the date and the goods, so much. If some article was not satisfactory and was returned, you entered in your Day-book, "Returned to Mr. So-and-so the following goods," and the amount. In your Journal you would make an entry, Mr. So-and-so, to Cr. so much, and enter it in your Ledger. When the bill was paid you would enter in your Day-book, "Paid Mr. So-and-so, so much for bill of goods dated such and such a time." In your Journal you would enter "Mr. So-and-so, to Credit, so much," and copy that in your Ledger—nine entries in three books—think of it.

I don't know the system they teach now, but I

TABLE I.—Work Done

Forward from April 30			3449.15
May 1	40.30	40.30	
" 2	52.85	93.15	
" 3	35.50	128.65	
" 4	30.65	159.30	
" 5	54.45	213.75	3662.90
Total for week	262.00*		
" 7	38.90	252.65	
" 8	26.15	278.80	
" 9	22.90	301.70	
" 10	47.35	349.05	
" 11	31.65	380.70	
" 12	31.40	412.10	3861.25
Total for week	198.35		

*Including the work done on Monday, April 30.

know that if I followed that system and kept the records that I do, I would either have to have a bookkeeper or spend over half my time on books. I wasn't satisfied with the daybook-journal-ledger system, or double entry, so I started one of my own which, with the improvements I have made, is what I am going to give you today.

Possibly a chartered accountant or some efficiency expert would say it is all wrong; but I know this much—from my system, I can tell you how much work came in on any date, how much cash was received, the expenses of any day, any one week, any month or year for the past ten years. And it is all in one book, and I can give you this information at a glance. I can tell you to a cent how much I have made over any given period in any year, also at a glance. I can show you a balance sheet which tells, by months and years, what percentage of my cost of doing business went for light, what for heat, for in-

surance and for each of a dozen items which I will tell you about later. Now, men, I would like to ask you "Is it worth while?" All right! Now, how many of you men keep books? How many of you can tell from your books what it costs to put on a pair of half soles, over and above the cost of the soles, assuming that you use cut stock and know what each pair costs? How many of you would like to know? Fine! If you will take your sheet (reproduced in Table I.) we will go over it together. The records of your daily work are perhaps not important, and I won't spend much time on that, but I keep them anyway. You will notice in Column 1, that each day is listed separately and added up in Column 2 for the month and in Col. 3 for the year.

Real Stuff

Now take Table II.; here is where you get your real stuff. For this work I use a Journal with several columns. These items cover May. You will remember my telling you of the 6 to 9 entries in the old system. The first item is bolts, 10 cents; the next rent, \$60.00, and so on. This is the only entry you will find of these items on my books, one entry as against 6 to 9. When I get the invoice of a bill, it is checked. If any returns are to be made it is noted on the invoice. The invoice is then filed in a folder which holds only the invoices of that jobber.

The first column represents day to day expenses. Second column represents total expenses for the month to date. Column five represents profit and loss for the month to date—the amount added or subtracted each day, being the difference between column three, income, and column 1 expenses. Column six represents profit for year to date.

Table III. is made up using the figures in Table II. This requires a sheet of considerable size where there is a column space for each month of the year, for the totals and for the percentages.

As a specific case I have taken a shop employing the proprietor and one man where the gross annual income is \$10,000. You will note that this table includes all the expenses for the month, itemized for the most part, but with an allowance for sundries. Royalties are allowed at the rate of \$5.00 per month; if the machines are owned this amount should be written off for depreciation. The figures in the table are purely arbitrary and the total of \$10,000 is taken so that the percentages would work out easily. Note that those percentages are figured on the selling price, not on the cost.

Expenses divide themselves under three main divisions; overhead, wages, and stock, the latter including findings, etc. These three, when added together and subtracted from total sales, give the net profit. Note that in this case the overhead

TABLE II.—Expenses, Receipts, Profits and Loss

	Expense		Cash Received		Profit & Loss	
	Daily	For Month	Daily	For Month	Daily	For Month
Forward from April 30						\$631.02
May 1			\$32.70		\$32.70*	663.72
" 2 Bolts	\$.10	\$.10	28.10	\$60.80	60.70	691.72
" 3 Rent	60.00	60.10	27.35	88.15	28.05	659.07
" 4 Express	.90	61.00	33.95	122.10	61.10	692.12
" 5 (Wages—Man 33., Self 50.)	83.00	144.00	54.80	176.90	32.90	663.92
" 7 (Power 8.34, Lights 4.00)	12.34	156.34	37.25	214.15	57.81	688.83
" 8		156.34	28.80	242.95	86.61	717.63
" 9 A jobber	76.80	233.14	29.65	272.60	39.46	670.48
" 10		233.14	33.95	306.55	73.41	704.43
" 11 Phone	2.85	235.99	31.10	337.65	101.66	732.68
" 12 Wages	83.00	318.99	56.40	394.05	75.06	706.08

*Col. 5.—Profit or loss for month to date; the amount added or subtracted each day, is the difference between Col. 3, income, and Col. 1, expense.

expense is 13.64%, wages 44%, stock 26.7%, leaving a profit of 15.66%.

Let us take an individual case, say a sole and heel job at \$2.00; here is the way the various items would work out. Overhead is 13.64% or 27.28c; wages ab-

TABLE III.—Summary Balance Sheet

	An Average Month	Total for 12 months	Per Cent of Total Cost
Rent	\$ 60.00	\$720.00	7.2
Phone	2.50	32.50*	.325
Lights	4.80	54.60	.546
Power	9.00	130.10	1.3
Heat	3.50	13.80	.138
Insurance		42.00	.42
Taxes		40.00	.4
Postage	.50	4.00	.04
Ex. and Freight	3.40	40.00	.4
Sundries	.70	27.00	.27
Advertising	10.00	120.00	1.2
Printing & Office Supplies	4.25	20.00	.2
Paper and Twine	3.00	28.00	.28
Royalties	5.00	60.00	.6X
New Machinery and Tools	2.10	20.00	.2
Repairs and Upkeep	.10	12.00	.12
Total Overhead	108.85	1364.00	13.64
Wages	370.00	4400.00	44.00
Stock	309.00	2670.00	26.70
Total Expense	787.85	8,434.00	84.34
Total Receipts	992.00	10,000.00	100.00
Profit and Loss	204.15	1,566.00	15.66

XThe form used for this purpose has a column for each month of the year.

*The year's total is not necessarily exactly twelve times the total for any month.

sorbs 44% or 88c; stock costs 26.7% or 53.4%. Thus the profit is only 31.32 cents.

Will Represent Padmore & Barnes in U.S.

The firm of Padmore & Barnes, Ltd., Northampton, England, will be represented in the United States by Mr. S. Teeman, who will make his headquarters in Chicago. Mr. Teeman has recently come out from England and was in Toronto during the Exhibition.

Before stitching the ripped seam in the shank insert a blade under the sole and clean out the accumulated dirt. This should always be done, but more carefully when the shoes are to be stitched on the machine. The edge of the machine awl must always be kept as sharp as a razor. If the grit and dirt is allowed to remain it will spoil the awl at the very first stitches.

The Picnic of the Hamiltonians Was, As Usual, a Big Success

The 7th annual picnic of the Hamilton Shoe Repairers Association was held on Wednesday afternoon August 1st, in Dundas Driving Park and was attended by quite a large turnout of the Hamilton members, their wives and children, and by several of the members of the Brantford association with their lady friends. The Panco salesmen, who are at present in the city in the interests of Panco soles and heels, were out in force and helped to make things lively. Several other wholesale houses were represented. Mr. Grayson, the popular president, was right on the job and kept things going right to time and with the assistance of the official starter, A. E. Angus, certainly made all the contestants run for their prizes. All the races were run off in fine style and created fun and amusement from start to finish. The watermelon eating contests almost saw the finish of some of the contestants as in their hurry to get done first, they choked on the seeds. Frank Revell, the gamest and oldest young man on the grounds, should be crowned with laurel and termed "watermelon king." The soap scramble for the ladies caused lots of amusement to those watching them pick up the cakes of soap scattered all over the course.

The Baseball Game

The big event of the afternoon was the baseball match between Hamilton members and Brantford visitors. Brantford must have been practising up, for they put it all over the Hamilton team. The line-up was as follows:

Hamilton—W. Matherson, H. White, V. Barbe, F. Tebbs, C. Keeton, S. Blowers, F. Wilman, W. Cliford, A. Wilton; Brantford—G. Ballenger, S. Hall, W. Pettit, R. J. Henderson, W. H. Caplen, F. Mulligan, J. Smith, H. Woodcock, W. Stevens.

There was keen competition in the drawings, everyone buying one or more tickets, the lucky ones in every case winning a valuable prize.

All assembled around the tea table, partaking of sandwiches and cakes, and were regaled with some good old home brew in the form of "tea" prepared and made by that master mind, Alf. Miller. Alf is some tea maker. Milk was drunk as copiously as beer. There was lots of it. (Milk not beer).

Some of the youngsters boasted of having as many as a dozen cones of ice cream, but the busy secretary, A. R. Wilton, never even got a smell of the ice cream let alone a lick at a cone.

The most looked for event of the afternoon was the distribution of the prizes and the little secretary,

assisted by Mr. Grayson, president, and Mr. Charlesworth, vice-president, had his hands full trying to give out all the prizes at once. Quite a few of the visitors from Brantford secured prizes and several of the Panco salesmen who won in the drawings turned their prizes in to be competed for again.

The picnic was voted the best ever run by the Hamilton association and every one went home tired but happy.

The following firms contributed to the prize list: C. S. Hyman Co., Anglo-Canadian Leather Co., C. Parsons & Son, Beardmore & Co., Nugget Shoe Polish Co., United Shoe Machinery Co., P. B. Wallace & Sons, I. T. S. Rubber Co., C. Tilley & Son, A. E. Angus, Leacock & Bush, A. E. Alexander, C. H. Martin, Gutta Percha & Rubber Co., Canadian Polishes, Ltd., James Jolley & Son, Breithaupt Leather Co., Panther Rubber Co.

Question and Answer Department

Repair Men are Invited to Submit Problems, Mechanical and Otherwise, to this Department—The Editor will Endeavor to Supply Helpful Solutions in Each Instance

Q.—One of the sandpaper wheels on my repair outfit does not seem to work right. It seems jumpy and makes the work shake in my hand when I put it to the wheel. What is the trouble and how can I overcome it.—S.H.J.

A.—Sounds as if your wheel is out of round and wants truing up. You will probably notice that the abrasive wears more in one spot than in others, a sure indication of this condition. Insert two thicknesses of the abrasive you will be using into the lock opening or jaw of the wheel without covering the outside and lock in the regular way. Now take a flat sheet of fairly coarse sandpaper and place over a small heavy piece of board or other similar object. Bring the flat cutting surface of the sandpaper gradually into contact with the felt face of the wheel while this is running in the usual manner. Do not apply much pressure but hold perfectly steady. The result will be to cut off the high spot and true the wheel. Remove the two scraps from the jaw, attach abrasive in regular way and the kick will be gone.

Trimming Composition Heels

Q.—I use quite a few built composition heels for repair work but find they have some kind of a glue in them, that makes them very hard on the knife when trimming. Is there any way to make them easier to cut?—Charley C.

A.—Give them a quick dip into water while holding in the hand, set aside for a few minutes and you will find them cut like cheese. Allow to dry before scouring.

The Thimble-faced Hammer

Q.—What is a thimble faced hammer, what is it good for, and where can it be obtained.—Tapper, Pembroke.

A.—The thimble-faced—sometimes called corrugated faced hammer—is so called because the face instead of being smooth is knurled or cross-cut making a face that looks somewhat like a sewing thimble. The object is to give grip and there is no better hammer for driving hob and hungarian nails or any other polished rivets. Some workers use them for all kinds of driving—using a smooth faced hammer of course; for levelling down after. No shoemaker's kit is complete without one. Can be obtained from any of the advertisers of Shoe Findings in Footwear.

Sides, Crops and Butts

Q.—What is the difference between a side of sole leather and a crop and between an English butt and a Canadian butt?—Puzzled, Timmins.

A.—The side of sole leather represents approximately half the animal skin cut down the backbone and includes the head, some shank, belly, etc. By trimming off the offal to about 10% to 12% we have what is called a crop and by increasing this trimming to about 33-1/3% taking off the head but leaving the neck portion on, gives a back. When this neck is removed giving approximately 50% trimmed, leaving the prime sole leather it is called a bend. In English parlance a butt is usually the full skin consisting of the two sides trimmed to about the extent of our backs, the whole piece usually being rolled up lengthwise for convenience in handling. Our leather men usually speak of the butt as the first cut or range from the tail end of a bend and might for descriptive purposes be called the rump cut. These are sometimes sold separately.

Removing Soil Marks

Q.—What can I use to remove soil marks or stains from colored or suede shoes? These seem to occasionally get on my work in spite of all the care I take.—Up-to-date, Moose Jaw.

A.—Try benzine or naphtha using a small sponge or cheese cloth and a small tree's brush. Apply sparingly and rub lightly. This work should always be done out of doors or in a well ventilated room. If you value your life keep away from fires and open lights and remember that the quickest way to Kingdom Come is to light a match or smoke a cigarette while doing this job. Keep the liquid in a proper naphtha can or sealed bottle.

Devices for Removing Outsole Stitches

Q.—I understand there are various devices for the removal of outsole stitches. Can you let me have some details regarding them?—G. H. L.

A.—There have been numerous devices for the purpose of removing outside stitches from the shoe welt when brought in for repairs that have met with varying degrees of success. Most commonly used is the Stitch Cutter, so called because shaped like a little hand gauge with a bent shank, it is used to cut off the heads of the outsole stitches in the welt allowing the sole to be pulled off taking the body of stitches and thread with it.

Next is the Stitch Pick, a broad pointed awl-like tooth designed for picking out stitches left in the welt after the sole has been cut off in the regular way.

Then there is a rotary stitch remover made to attach to the repair outfit shaft consisting of a circular metal wheel with a rasp-like face intended to

grind or cut off the heads of the stitches in the welt portion to allow the sole and stitches to be removed together. It is hardly necessary to add that this last device can only be used on coarse work with a raised stitch.

None of these devices are very satisfactory on the so called channelled welt, with concealed stitching.

Repair Shops Need All 'Round Men

To be an all-round shoemaker or repairer is quite a talent, and seems to argue that we human beings are not all qualified in the same direction. Often times a shop's helper is a good machine operator, but particularly dull in doing other parts of the work.

The small shop cannot sort out its helpers and assign each one to his particular qualifications. It therefore behooves every helper to strive to learn the best he knows how, all parts of the work, and it likewise behooves the boss to patiently endeavor to instruct his helper in all departments of the work. In time such a mutual effort would prove its value. The big shoe factory can use men specifically qualified, but the small shop wants all-round workmen.

"We would draw your attention to the practice of Wholesale houses selling shoe findings to the public at large—this practice is very common in Vancouver," writes a shoe repairing concern located in that city.

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

C. Courtois, shoemaker, Prince Albert, has been succeeded by Paul Weinmeyer.

Shannon & Company, shoe merchants, Prince Albert, are now operating under the name Henderson Shoe Company.

A retail shoe concern under the name, "Jay's," has recently been registered in Montreal by Mrs. Arthur Jones.

The death is announced of E. A. Wentzell, shoe merchant, of Annapolis Royal, N. S.

The firm of Day & Lamarre, shoe dealers, Longueuil, Que., is reported dissolved by Bradstreet's, and Ernest Day has registered under his own name.

J. Hytner has taken over the shoe repair business formerly operated by Myer Bearnbaum, in Regina.

L. E. Edwards, shoe repairer, Woodstock, Ont., is reported discontinuing business.

Anton Hildebrand, shoe repairer, Regina, has been succeeded by Wm. Maier.

La Compagnie de Chaussures St. Louis, shoe wholesalers, has been registered in Montreal.

The S. & B. Shoe Co., Toronto, has been registered.

Joseph Liri, shoe dealer, Montreal, registered.

The Midland Shoe Co., Kingston, have taken out a Dominion charter.

The New York Quick Shoe Repairer, Montreal, registered by Guiseppe Caluori.

B. E. Lyman, shoe repairer, has commenced business in Regina, Sask.

L. E. Edwards, of Woodstock, Ont., one of the pioneer residents of the city, who has been in the shoemaking business as long as most of its citizens can remember, recently moved to Kirkland Lake in Northern Ontario, where he will make his home in future. Mr. Edwards was born in England 73 years ago and came to the Woodstock district at the age of five years.

Geo. T. Secord, of Amherst, N.S. who was known to the leather trade as the head of the George Secord Hide Co. passed away recently in his 82 year, after a long and painful illness.

H. J. Finan is now calling on the shoe manufacturers in Toronto district for the United Shoe Machinery Co. of Canada, in place of T. W. Partland, who is devoting his attention to the specialty trades for which the company makes dies, etc.

O. W. Chesley, for years with Waterbury & Rising, St. Johns, N.B., has purchased the boot and shoe stock and good will of Estate late M. P. Marshall, Middleton, N.S., and has replenished and now has an up-to-date stock.

L. W. Phinney, late of Halifax, N.S., has purchased stock and good will of E. J. Bishop, Kentville, N.S., (who has retired) and has made improvements and added stock in



C. A. Young, a progressive repair man of Port Hope, Ont.

up-to-date shoes (as well as men's clothing and haberdashery).

G. H. Nickel, sales manager of the Columbus Rubber Company of Montreal, was a visitor at the Canadian National Exhibition.

John Myles, general manager of the Columbus Rubber Company of Montreal, is making a trip to the Pacific Coast in the interest of the firm.

R. E. Le Seuer, of Sarnia, and C. H. Reilly, of Welland, were veterans among the shoemen who visited the Canadian National Exhibition and were warmly welcomed at the Made-in-Canada shoe exhibit.

Caley's Shoe Store, Port Dover, Ont., has reached its sixty-seventh birthday, which it celebrated in the same store where the business was first started. Mr. J. D. Caley, the present proprietor of the business, is a grandson of the founder. This is one of the oldest shoe stores in Ontario and throughout its long history has been distinguished by sound business methods and finances.

A new shoe store has been opened in Port Colborne.

Ont., known as the Robins shoe store. Mr. Robins, the proprietor, is a shoeman of experience, having been in the business for a number of years. The premises are centrally located in the shopping section of the town.

N. Ticknovich, who carries on a repairing business in Port Colborne, Ont., has recently put in a line of shoes to be sold at retail.

The Breithaupt Leather Company reports a number of heavy shipments to the United States. A big order was recently received from England. The company's August business is far ahead of that in the corresponding month last year.

H. D. Lewis and wife, of Pictou, N. S., recently were in Kitchener, Ont., the former calling at the head office of the company which he represents, C. A. Ahrens & Co., Ltd. The trip is the first to the head office in three years. After spending four days in the Twin Cities they left for Toronto where they attended the Canadian National Exhibition.

Harvey Graver, manager of the factory of the Ames-Holden Felt Co. Ltd., Kitchener, Ont., was a business visitor at head office, Montreal, recently.

The Greb Shoe Company, Ltd., held their annual picnic, August 16, on the banks of the Conestogo River, at Conestogo. Employees and employers co-operated to make it a big success.

Kitchener Kiwanians recently heard an interesting address at their noon luncheon. E. W. Clement, of the Greb Shoe Co. Ltd., being the speaker.

W. A. Lane, Kitchener, Ont., dealer in fine and fancy slippers, reports an improvement in conditions generally among those manufacturers using these products.

R. MacFarlane, travelling representative for the Breithaupt Leather Co. Ltd., is on a trip to the Canadian West.

The Bauer Shoe Co., Kitchener, Ont., founded only two years ago, is meeting with success. The firm manufactures two season period lines—children's in the Spring and men's and boys' in the Fall—which are turned out at a medium price for the trade in Nova Scotia, Ontario, and British Columbia.

Getty & Scott Limited, Galt, Ont., report prospects favorable for the Fall. Women's lines have been in greater demand than children's of late.

The Hurlbut Co. Ltd., Preston, Ont., expect that in two months there will be a general revival in the industry and anticipate a favorable business.

W. E. Wiegand, manager of the Ames-Holden Tire & Rubber Co. Ltd., Montreal, henceforth will be seen more frequently in his native city, Kitchener, where the factory is located, a re-arrangement on the staff being the cause.

J. C. Klauhn, a Kitchener boy, chief engineer of the Ames-Holden-McCready Co., Ltd., of Montreal, and the Ames-Holden Tire & Rubber Co., Ltd., Kitchener, resigned recently owing to ill-health and has decided to open an office in Kitchener as an industrial engineer, where technical knowledge will be available for local manufacturers.

* * *

News from the North Country

J. A. Therriault is moving from Kapuskasing to Timmins, Ont., where he will open a large gent's furnishings and shoe store, Mr. Therriault having the agency for the "Slater" shoes.

R. Moffat has moved his shoe repairing business from Kapuskasing to Hearst, Ont.

F. La Fleur, Kapuskasing, Ont., intends shortly to build a new and up-to-date store on the Kapuskasing "Townsite" where he will handle a full line of shoes in addition to his shoe repairing business.

O. Desgrosseillers, Kapuskasing, Ont., has just completed a large new addition to his store, this being necessary owing to the increased demands of his business.

Theodore Chalykoff, Hearst, Ont., is now occupying his new store, replacing store which was destroyed by fire in March.

Goward & Crossett, Makamik, Que., report increased business and prospects of a busy Fall and Winter trade, owing to the opening to the two saw mills which have been closed down for the past two years.

L. T. Galarneau, O'Brien, Que., returned recently from a combined holiday and buying trip to Montreal and Toronto.

Vitol Brisson, Hearst, Ont., has just completed a 60-foot extension to his store, which will give him a much needed space to attend to his customers.

Amos, Que., is experiencing a real boom in building and also in all lines of business, owing to the new gold fields opening up in the Ruyn district, this being the nearest and most convenient shipping point, and also from the fact of the Duke of Manchester who is there at present, and reported ready to spend 13 million dollars on development of his holdings. He has a large party of English mining engineers and prospectors with him. Speaking to a typical Frenchman there, he said "we are looking to get a slice of those 13 millions."

N. A. Abraham of the 5th Avenue Shoe Store, Toronto, was in Cobalt and Haileybury July 30, and August 1st visiting his brother, and for business purposes.

H. J. Everett, New Liskeard, Ont., has just installed a \$400.00 vulcanizing plant for repairing miners' boots, and also tires, in his Cobalt branch.

R. W. Winthrop, representative of A. W. Ault Co., Ottawa, Ont., visited northern towns lately.

A. Ansara, Cobalt, has just enlarged his store and installed a modern front which was necessary to the growing demands of his trade.

C. A. Mather and H. C. Arnold visited a number of places including Timmins, Kirkland Lake and Cobalt, in the interests of the Gutta Percha & Rubber Ltd., Toronto, during the week of August 1st.

T. Drinkill, New Liskeard, Ont., suffered severe burns lately owing to the explosion of a gasoline torch, but is now able to be around again.

C. W. Mallon recently opened a new shoe and harness repairing store in Swastika.

J. J. Corbeil, Dane, Ont., was made the happy father of a new baby boy on August 8th.

H. Webb, general manager of the Hollinger Stores, Timmins, Ont., and Mrs. Webb, have just returned from a two month's trip to England.

W. C. Porter of Elk Lake, we regret to say, has been confined to his bed with acute rheumatism for several months.

I. Batten, the Jas. A. McLaren Ltd., traveller, was in Cochrane August 8, and reports good Spring business.

Mr. and Mrs. Harry Shiff, of Cochrane, were bereaved the loss of their baby during the fever outbreak.

Jenkin Evans, Kirkland Lake, recently returned from a 3 months' trip to England and Wales.

H. C. Garrett, representing the Amherst Boot & Shoe Co., was in Cochrane and surrounding towns early in August.

Dabous & Co., and R. Abraham, Haileybury, are now occupying fine new brick stores, which have most modern and up-to-date fronts. Both these firms were burnt out at the time of the big fire.

A number of new shoe repairing stores have opened in Kirkland Lake recently, owing to the construction of the Branch of the T. & N. O. Railway, and also on account of the increased activity of the mines in that district.

Barney Nosco is moving his business from Ansonville (Iroquois Falls) to Kirkland Lake about October 1st.



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Signs of the Times in Canada's Industries

The latest figures on Canada's trade issued by the Dominion Bureau of Statistics are very encouraging. It is shown that the total for the twelve months ending with July was nearly \$1,875,000,000 as compared with less than \$1,500,000,000 for the previous twelve months. Not only was there this increase of \$375-000,000 in the trade of the Dominion as a whole, but exports exceeded imports by \$115,000,000 as compared with \$50,000,000 for the year previous.

In addition to this the employment situation showed a radical improvement. The figures reported for August 1 are ahead of any month since 1920. The following statistics show the steady increase in employment during the present year. The Bureau uses an index number of 100 as par which represents the number of Canadians employed in January of 1920.

January 1	86.3	May 1	91.4
February 1	89.5	June 1	97.3
March 1	89.9	July 1	99.5
April 1	87.6	August 1	100.2

The dominion statistician says: "That the situation is now more favorable than in any of the intervening months since 1920 is due to the upward movement experienced during practically the whole of 1923 and the greater part of 1922, which represented a reaction from the depression recorded during 1921 and the last six months of 1920."

In the Boston Market

Renewed Activity in New England Shoe Factories Following Mid-summer Lull—Effects of Labor Disturbances Shown in Production Statistics—Manufacturers Buying Leather Very Cautiously—Difficulty in Getting Suede Skins.

FROM THE BOSTON CORRESPONDENT OF "FOOTWEAR IN CANADA"

Activity in New England shoe factories is being renewed following the mid-summer seasonal lull. Fall orders are beginning to be received and some large manufacturing centres report capacity bookings to October 1st. Industrial problems have been partially solved during the past thirty days by the termination of labor disturbances in some of the large manufacturing centres, but production is likely to be reduced in some other districts, if threatened strikes materialize. The effect of labor disturbances on the shoe industry during June is shown by figures prepared by the Commonwealth of Massachusetts, which indicate that 33 out of 69 factories in the State were on part time, of which 10 were affected by strike conditions. Employment in Massachusetts factories decreased 14% in June, while the decrease for the entire country was 3.3%. Production of footwear for the whole country fell off for June to 28,106,140 pairs against 30,926,004 in May and 31,867,776 in April. The June decrease in production for New England alone was about 16% from the May totals. Foreign markets, however are absorbing more American footwear than a year ago, as indicated by the export figures for the year ending June 30, 1923, which were 15.5% above the previous like period.

Manufacturers are still buying leather with great caution and in quantities to meet only immediate requirements, so that tanners in turn are not in a position to make heavy purchases of raw stock. Consequently, the hide and skin markets are marking time.

During the past month, considerable stock has been sold of both country and packer hides at such times as market fluctuations made the price favorable to buyers. It is significant to note that the demand practically ceased when collectors and holders advanced quotations. At the moment, there appears to be more inclination on the part of sellers to make concessions, which frequently result in sales. The importance of price as a selling factor in the hide market today is emphasized by the large increase in the imports of foreign hides, with total receipts for the year ending June 30th, amounting to 682,886,066 pounds against 392,903,607 pounds for the previous fiscal year.

Sole Leather

The local sole leather market is very dull. Actual sales are scattering, and, according to all reports, confined to the actual needs of the shoe manufacturers and other consumers. Buyers have seen prices drop several cents per pound on both whole stock and offal during the last two months and hides also reach a low point, therefore they seem to think that the longer they delay buying bottom stock the cheaper it will be. Tanners say that when anything like a normal demand develops, selling prices will naturally advance. Some notably low priced sales have recently been made by tanners, who sacrificed without regard to cost.

Green Hide Soles

This leather is selling in a small way or in lots

to suit the present needs of consumers. Prices have eased off 3 cents to 5 cents during the last two months and are largely determined by the necessity of the buyer and the stock in the hands of the tanners and his desire to sell. There is really no fixed price to be quoted today.

Union Sole

So many sole cutters are having labor troubles and cutting so little leather that tanners of union backs are having a small volume of business; in consequence, prices are very much unsettled. Some of the prime tannages of packer hide steer backs are quoted:

Steers Heavy weights	48 to 50 cents lb.
Steers Middle weights	47 to 48 cents lb.
Cows Middle weights	47 to 48 cents lb.
Cows Light weights	45 to 46 cents lb.

Some tannages can be bought down to 40 cents, and country hides at several cents less.

Oak Leather

Sales in a moderate volume are reported by local tanners and jobbers, but prices are uncertain and quotations nominal. Tanners of packer hide leather report the following prices:

Backs, tanners run	38 cents
Bends	47 to 48 cents

Some tanners are holding their leather at considerably higher prices.

Belting Leather

The market on rough butts is dull, and but little interest is shown by buyers. It is said that the outside asking price for No. 1 selections of prime tannages is 70 cents, and inferior lots at lower prices. Curried stock moving in moderate quantities and prices have fallen off from two months ago as an rough stock.

Rough Bark Splits

Holders report only small demand. Actual sales are of little consequence. Sample lots of belt knife sides, 9 pound average, have sold at 12 cents to 14 cents and some prime selections at slightly higher prices.

Bark Flexibles

In some quarters the buying has improved somewhat during the last few weeks. Innersole cutters are having a better trade on certain grades of soles. The actual selling prices are substantially the same as in July.

Chrome Flexibles

Only small and unimportant sales reported, and prices are weak and unsettled. Good belt knife sides, 3 to 5 and 6 iron, can be bought today for 8 cents per foot.

Dry Hide Soles

Manufacturers who make medium and cheap shoes are the ones who cut the bulk of this leather, and they are reported to be turning out a good volume of fall

and winter footwear, which means that they must continually buy this class of bottom stock in fair quantities to supply their needs. Prices are whatever can be agreed upon between buyer and seller, but it is known that values are several cents lower than three months ago.

Chrome Soles

Sales are practically at a standstill on this line of outersoling. Somehow the demand for shoes with chrome outersoles had gone by, at least for the present. There is no price that will warrant tanners in purchasing more. Some cheap sides have been sold down to 8 cents to 10 cents per foot. Heavy Java is held at 30 cents to 35 cents, and green hides, 6 to 9 iron, at 18½ cents to 25 cents, according to selection.

Upper Leather

Excepting on suede and buck finish, buying is being done on a hand-to-mouth basis. Patent leather is selling better than in previous weeks, but a greater volume could be easily handled. All welcome the prospects of settlement of the Lynn shoe factory strike. Its effect has already been reflected in the leather market. Business obtained among the South Shore manufacturers is gradually increasing, and is expected to reach healthy development during September.

Calf Leather

Full grain leather continues to sell in small lots, with men's trade improving, while the lighter weights or women move slowly. Prices remain firm. Standard makes of full grain colors quoted up to 45 cents for top selections in plump weights; around 40 cents for medium, 35 cents for lower, with cheaper selections down to 22 cents. Light weight spready skins around 5 cents under plump weight prices. Some houses quote blacks equal to colors, 3 cents to 5 cents under. Suedes continue to sell in good amount. Colors on good raw material range up to 75 cents for choice selections, with average range from 50 cents to 60 cents for top grades; medium down to 35 cents, lower down to 25 cents.

Side Leather

Buck finish continues to move in good amount with colors from best raw material quoted up to 50 cents for choice; regular selections quoted around 45 cents for top, around 35 cents for medium, down to 25 cents for lower. Full grain chrome sides selling in small amounts, with colors quoted around 30 cents for top selections; around 25 cents for medium, 20 cents for lower. Snuffed and job lots from 12 cents up.

Patent Leather

While improvement has developed in this class there is room for much larger production. Tanners express the opinion that increased business will be experienced in the near future, but at present they are proceeding with caution. Export business has been curtailed. Full grain chrome patent sides of standard makes are quoted up to 45 cents for top selections; medium around 35 cents; lower down to 25 cents. Lower prices quoted on leather from cheaper raw material. Snuffed and job lots down to 15 cents, according to weight and spread.

Glazed Kid

Local tanners continue quiet. Shipments that have been ready for export have been "held up till further notice." This experience was gleaned from

two prominent houses. Current sales are in small amounts. The quieter tones receive best attention. Colors range from 80 cents to 65 cents for top selections on stock from best raw material; 60 cents to 40 cents for medium; lower, down to 20 cents. Blacks from 10 cents to 5 cents lower per grade. Prices below these, according to raw material used.

Sheep Leather

Selections around 12 cents in colors on combination tannages are bought, but buyers and sellers continue to disagree on the value of assortment around this price. Russets continue to move in good volume, while ooze finish to the novelty trade is having fair sale, with a fair movement of lower and medium grades to shoe trade. Combination tannage in colors of standard makes range from 18 cents to 16 cents for best selections; medium down to 12 cents; lower down to 8 cents. Glazed blacks from 2 cents to 3 cents under.

The Other New England Centres

Conditions differ in the various shoe centres outside of Boston.

Brockton was badly handicapped by the strike, and many factories still suffer from loss of business on that account. Some are busy. One firm making a medium-priced line is said to have kept running all through the strike at full capacity and is still going the same gait. This concern, though a small one, makes a popular shoe and has excellent selling facilities and sales management. It is too early to predict what Brockton shoe manufacturers may expect in the way of orders for the spring of 1924. Some are very hopeful feeling that the men's trade will do well this fall and next year, owing to widespread employment at high wages all over the country.

Lynn again has had trouble with strikers, this time the lasters. They have, however, again returned to work and the outlook for future business is brighter. Lynn factories have considerable work on hand for the New York trade, calling for delivery the first week in September.

Haverhill is the brightest shoe town of the East. There is a big boom there now in turn shoes and nearly all factories are running full.

Manufacturers in this section continue busy making shoes for fall sales in retail stores, chiefly straps, of suede leather, with a growing interest in oxfords of tan or black leather, and hopes, though quite remote, of boots. More black shoes are wanted. Some manufacturers could book more orders for suede shoes, chiefly blacks, but they hesitate to do so because tanners are already behind time on deliveries. That something new is coming in September is a common notion but what it is nobody knows, or if anybody knows, he is not telling.

Difficulty in Getting Suede Skins

Speaking from a conservative point of view, novelties have been coming so fast that they have tripped over each other. Neither the white shoes, nor the red, green and blue shoes, were developed to their full volume of business; and, rather strangely, suedes may not, in their turn, be developed to their full volume of business, for manufacturers are complaining that it is difficult to get sufficient supplies of suede skins to fill orders for shoes.

As for the development of fall styles, it may be repeated that suede strap pumps continue to sell, and it may be reported that some manufacturers

expect that a demand for welted oxfords, of black or tan calf, or kid leather, will set in along in October. Certain manufacturers feel that women are wearying of the looks of strap style shoes. Already there are

a large number of oxfords in the sample lines, and they range from the light, wood heel, dressy oxford of suede leathers, to the heavy type of boarded grain leather and cork welted soles.

Recent Improvement Justifies Expectation of Lively Fall Trade

If the improvement within the past two weeks is an indication of Fall business the shoe and leather industry in Western Ontario will shortly experience a season which should compare satisfactorily with that in the Fall of 1922, although it is not expected that it will exceed the mark of the preceding year. The steadiness of the improvement in the last two weeks, although it is slight in some instances, and the fact that many manufacturers are meeting with the same experience, orders for more products in the respective lines, reflect the gradual improvement and the probable trend towards the anticipated Fall revival which many are still hopeful will be to such an extent that the showing for the year will be close to that of last year.

The optimistic reports include gratifying statements on the various lines of the industry from tanning to the leather boot and shoe and the felt and rubber branches. While it cannot be said yet that factories in any line, except possibly the felt, are being operated near the post war normal, yet the improvement noted in the respective lines is taken as an indication that business is definitely on the mend. Manufacturers are particularly delighted with the situation in view of the fact that conditions are improved despite the fact that the Western crop has not yet become a factor in the situation, the improvement being confined to the East on which most of the manufacturers have concentrated part of their sales staff after the holiday period.

The most optimistic and the most cautious and conservative, who are in the majority, therefore look forward with confidence and believe that when the crop has been harvested and the growers begin to realize on their product, business will show a still further improvement, not only as regards Western Canada but also Ontario. A minority of manufacturers, however, are less optimistic and do not believe that the revival will be to the extent that many have predicted, basing their belief on the assumption that consumers are not in the mood or in a position to buy which view they hold despite the fact that business in their respective cases is fair and even good in more than one instance.

In the tanning industry there has been little change. The hide market has remained firm, a slight advance taking place. Increased business for tanners is reported but the increase has been small. Both the home and export markets have contributed to it.

Improvement During Latter Part of August

Practically every leather boot and shoe factory reports an improvement in the last two weeks of August. In the cheaper and fancy lines the improvement is more marked than in others but there is, as was expected, an improvement in the children's lines owing to the re-opening of school early in September. Orders, comparatively speaking, have been

numerous, and have come from all over the province, although they are still small, which is indicative of the continued exercise of caution by the retailer who is adhering to the policy of purchasing only in quantities to enable him to fill immediate demands made by the consumer. Manufacturers also see in this situation a continued hesitancy on the part of the consumer to invest in the more expensive footwear at this period and on the other hand they note the converse as regards ladies' lines. The cool and wet weather which has brought with it a sudden change from Summer to Fall styles of clothing has also meant an increased demand it seems for fancy lines of women's footwear.

In a number of instances the daily output has been increased and in one case the factory is again in full operation after having been closed for about a month. Salesmen who have been sent out in the last two weeks were successful in their efforts, the larger proportion of the present business having been secured through them but quite a number of calls have been made by the retailer directly on the manufacturer. In some cases only two thirds of the sales staff are employed and still the orders have necessitated increasing the output by as much as twenty-five per cent. The only field that is being covered by most of the manufacturers is their own province. The Western field is still being left to take its course in the hope that a revival will be experienced there later.

Some Improvement in Felts

The felt lines also are marked by a slight improvement as the Fall months draw near. The improvement this month following that in the previous one and the fact that the season proper will not commence until September are the manufacturers' basis for the belief that the industry will enjoy a favorable Fall trade. One industry has begun to operate its plant for eleven hours in the day and hopes to maintain these hours for three months. The majority expect that their plants will be operated on a post-war normal basis by the middle of the month.

The rubber plants also are busy turning out orders received in the Spring placings which in all cases were favorable although on the whole not the equal of the previous year. The full staffs are employed following the Summer shut-down of three or four weeks after the close of the season for canvas lines.

In the retail trade dealers are conservative in their opinions, while the majority believes that business will improve shortly and are looking to a general demand for goods by the consumer they are not over optimistic. The first half of the month in the opinion of many will show what the Fall trade will offer. All have experienced an increased demand for children's shoes, the greater demand for which will not come before the first week of September.

The New Sales Tax

Recommended Arrangements by Shoe Wholesalers' Assn. to Avoid Two Sets of Prices as Result of New Provisions

The new sales tax has been discussed by the Shoe Wholesalers' Association of Canada, and meetings have been held in Montreal and Toronto to consider the best possible arrangement in order to avoid having two sets of prices for Fall assorting and Spring placing business. These meetings have adopted the following resolution:

"WHEREAS wholesalers will have to pay sales tax of 6 per cent. on all purchases taken into stock after January 1, 1924, instead of 2 1/4 per cent. as at present; and

WHEREAS, it is desirable to avoid two sets of prices, one for Fall assorting orders and another for Spring placing orders; and

WHEREAS it is in the best interests of all concerned that wholesalers should have a uniform policy in respect of the charging of the sales tax; THEREFORE BE IT RESOLVED that this meeting approve the following plan and recommend its adoption by all wholesale distributors of boots and shoes:

1. That an adjustment be made of wholesalers' selling prices of footwear, other than rubbers, sufficient to include the sales tax of 2 1/4 per cent. which now is charged as a separate item on wholesalers' invoices and also to offset a trade discount of 2 1/2 per cent. to be allowed in respect of orders booked before January 1 for delivery at the convenience of the wholesaler.

2. That as soon as new prices are issued in accordance with the plan outlined in the preceding paragraph, wholesalers discontinue charging the 2 1/4 per cent. sales tax to their customers, as a separate item on invoices, this tax being included in the prices quoted.

3. That a special 2 1/2 per cent. discount be allowed, as above, in respect of all orders booked up to December 31, 1923, including orders for Spring delivery at the convenience of the wholesaler, the 2 1/2 per cent. discount on orders for Spring to be conditional upon the customer agreeing to accept delivery when offered.

4. That from January 1, 1924, the 2 1/2 per cent. trade discount be discontinued, as an offset to the 6 per cent. sales tax which will have to be paid by the wholesalers on their purchases."

In a letter to the trade, Mr. Roy Weaver, manager of the Association states: "We are advised that wholesalers selling at prices which include the sales tax must show on each individual invoice, up to December 31, 1923, the amount of the tax to the nearest cent. This can be done by using a form such as was suggested in our letter, with the words:

"Above price includes Sales Tax amounting to... .." and filling in the amount.

The amount of the tax should be computed, after deduction of the 2 1/2 per cent. trade discount, which will apply on all orders shipped while the present sales tax is in operation. The following example will explain the procedure.

Specimen Invoice

Invoice price	\$1,000.00
Trade discount, 2 1/2 per cent.	25.00
	\$975.00

The above price includes Sales Tax amounting to \$21.45

In this case, the tax is computed by multiplying \$975 by 2 1/4 and dividing by 102 1/4 (or multiplying by 9 and dividing by 409).

An approximate computation of sales tax payable to the Government can be made by taking total net sales, deducting the trade discount and cash discounts actually taken, and multiplying this total by 2 1/4 and dividing by 102 1/4. Invoices are subject to checking by Government inspectors, however, and the wholesaler should pay to the Government the total of the sales tax charges which should be shown on his invoices. The simplest and best way, therefore, in making out sales tax returns in respect of sales up to December 31, 1923, will be to add the sales tax items from the invoices.

For the convenience of its members, the Association will order rubber stamps bearing the following wording:

"Above price includes Sales Tax amounting to... .." Similar stamp will be available in French with this wording:

"Le prix ci-dessus mentionne comprend une taxe de vente de....."

Stamps in either English or French wording will be mailed postpaid to any wholesaler upon receipt of payment at the rate of 75 cents for each such stamp.

Special Plantation Rolled Crepe Rubber for Soles

Mr. G. H. B. Brothie of G. H. B. Brothie & Co., 32 Fenchurch St., London, E.C. 3, was in Montreal for a few days at the end of last month arranging with Mr. J. I. Frank Anthes, 591 St. Catherine St. West, Montreal, an experienced rubber broker to act as sole agent in Canada for his concern. This concern deals extensively in special plantation rolled crepe rubber for soles, imported direct from the plantations and sold in flat sheets 36 x 13 inches, in thickness of approximately 1/8, 3/16, 1/4, and 3/8 inches, in original cases of 110 to 175 lbs. net each. This rubber being virgin crepe is claimed to have a better texture and gristliness and consequently better wearing facilities than milled or re-rolled crepe. It is durable, light, comfortable, and has proved itself ideal for sport shoes and it is expected that it will be largely used for walking shoes when it's wearing qualities become more widely known. The demand for this soling is large and increasing in the old country and in the U.S.A. and Mr. Brothie is optimistic as to it's future in Canada. The sheets of this rubber in the various thicknesses enter Canada free of duty. Mr. Anthes is also arranging to supply manufacturers with cut soles and heels to meet the numerous requirements, for delivery and shipment ex-warehouse Montreal.

Are you a member of your trade organization?

BULLDOG SOLE LEATHER

The tread of countless feet throughout Canada, mark the forward progress of BULL DOG SOLE LEATHER, becoming more and more the accepted choice of the public, day by day.

Every 24-hour span, accordingly, means unrestricted opportunity for manufacturer, retailer, repairer. Make the business building possibilities of BULL DOG SOLE LEATHER work for YOU—a sure source of fast turnover and additional profit.



"Twice the wear
in Every Pair"

Advertised from
Coast-to-Coast

Toughest Leather Ever Tanned

TANNED ONLY BY
BEARDMORE & CO.
*Tanners Since
1844*

TORONTO - MONTREAL - QUEBEC - ACTON

The Merits of Leather

Described by a Host of Contestants in \$5,000 Prize Competition Recently Inaugurated

The American Sole and Belting Leather Tanners, representing ninety per cent of the production of their type of leather in the country, are getting some interesting letters as the result of a \$5,000 prize contest recently inaugurated.

Not only fine writing and eloquent argument on the subject "Nothing Takes the Place of Leather," which is the title chosen for the contest letters, but numbers of specific proofs of leather's advantages are coming into the headquarters established at 17 Battery Place, New York City.

Examination of the first twenty-five or thirty of the hundreds of letters received revealed such diverse illustrations of leather's uses as the saddles of artificial legs, lumbermen's aprons, conveyors in banks strops for shaving and straps for whipping (several correspondents seem to have been deeply impressed by leather in their youth) harness, watch fobs, etc.

A Pittsburgh man tells of a piece of leather upon which his father has walked since January 1866 and which is still nearly as good as when it was new. It is affixed to the seat of an artificial leg. Its owner lost his left leg in the Civil War, in service with the Eighth Tennessee Cavalry. A few weeks after his new limb was made the stump of his leg was too small for it. A piece of sole leather was put on for lining.

The writer reports "Leather was used because softness as well as durability was necessary due to the tenderness of the stump." The same piece of leather has been in use ever since and the son estimates his father has walked an average of two miles a day over the period.

A repairman of twenty years experience writes his experience emphatically. "A bend of good sole leather means luck and prosperity to the repair man," he avers. "He handles it to any advantage. He nails it. He sews it. He shines it. And he always pays his bills because he retains his customers' good will."

From Sheboygan comes the statement, "I know a man with a tubercular spine who with the help of a leather corset is able to support his family and has every assurance through the relief of this leather corset that he will be permanently cured."

A manufacturer from central New York tells of a Boston insurance company that needed some reliable conveyors that were subjected to hard usage. They were to be on a belt that travelled from thirty to forty miles an hour and was stopped suddenly with a felt bumper as the only relief from the shock of stoppage. Special cold rolled No. 3 tempered steel was employed for the carriers for the first two months. At the end of that time the carriers were returned battered and in bad condition. Oak tanned sole leather with aluminum tips replaced the steel and is giving satisfactory service.

Another correspondent should take the prize for terseness. "My answer is heat, water, grease. That's what a Ford fan belt gets, and it is made of leather. Some service.

An artillery officer of the late war writes of his marvel at the way thin strips of leather harness held

when horses were used to drag 55 mm. howitzers into and out of shell holes about Verdun. "Eight horses put their entire weight and strength into one terrific lunge which brings the slack tugs to a taut position with a force almost to make them sing in their vibrations," he remarks, "and yet they do not break."

A girl sewer on of buttons in a New Jersey factory reports that only leather soles stand up and give comfort under the strain of pressing a foot pedal 12,000 times in eight hours every working day.

A lumberman describes the increased value of workers in his industry when they are lucky enough to own aprons made of belting leather. This is the toughest substance that is practicable to use withstanding the impact on the clothes and body in handling rough lumber.

A salesman tells of carrying a sole leather traveling bag for fifteen years and of his intention to hand it on to his son who is just starting on the road.

Selling in the Off Season

Somewhere the story has been told of a new salesman who got a position with a manufacturer of artificial flowers and millinery trimmings. He started work in April, and being very "green" he didn't know that late Spring and Summer were supposed to be "dead" seasons in the millinery trimming business. The line looked good to him, so he went right out and hustled. Being a hard worker, he kept on going through May, June and July. Of course, he found the latter months somewhat harder, but he blamed it on the hot weather and pegged away all the stronger. Result—he broke all records for his territory. He was surprised to learn when he returned to the home office that he had been succeeding in the off season, while all the other salesmen were just "stalling" along and blaming poor business on the time of the year.

This little story doesn't mean that there isn't any such thing as an off season because everyone knows better than that. But it does mean that frequently the off season is as much an off season for the salesman as it is for the merchandise. Naturally, it is not easy to sell at all seasons of the year; there's always some period in every line when the demand slows up. But instead of increasing his efforts in slow seasons, the dealer is prone to take it for granted that he can't sell at all, and to let up on his work.

The matter of the off season is of paramount importance in the shoe and leather business. Many a dealer finds sales easy during certain seasons, and is discouraged when he realizes that the demand is small.

A good time to sell is when the other fellows let up on their efforts, and therefore the dealer who keeps right at it during the off season is likely to get a surprising amount of business.



Well dressed women
are everywhere demanding patent
because of its inimitable smartness.

**Black Beauty patent in catering
to this trade offers smartness plus
those other essential qualities of
durability, flexibility and lasting
lustre.*

**BLACK BEAUTY — a pro-
duct of*

The ROBSON LEATHER CO., LTD.

Oshawa

Ontario

BLACK BEAUTY



The new factory of the Witchell-Sheill Co. of Canada at Windsor, Ont. Manufacturing operations will shortly be commenced in this modern plant.

Standard Sizes for Shipping Cases

The manufacturers of fibre and corrugated shipping cases have accepted the following list of standard sizes for use by the shoe manufacturers and, at least for a trial period of one year, will allow a special discount of 5 per cent on any purchases in these standard measurements. Such discount will be in addition to the 5 per cent allowed on purchases in carload lots. This means that manufacturers using standard size shipping cases will be able to buy them in less than car lots at carload prices and those buying in car lots will get an extra discount of 5 per cent.

Standard Sizes of Corrugated and Fibre cases for Use by Shoe Manufacturers

Number	Length	Width	Depth	Weight
10-6	13½	12-7/8	13¼	40 lbs
10-9	20¼	12-7/8	13¼	40 lbs
10-12	20¼	17-1/8	13¼	65 lbs
10-15	21-3/8	20¼	13¼	65 lbs
10-18	20¼	12-7/8	26½	65 lbs
10-30	21¼	20¼	26½	90 lbs
11-30	20¼	15¼	24¾	65 lbs
12-15	23¼	23¼	13-3/8	65 lbs
14-15	27¼	25-1/8	13-3/8	90 lbs
15-6	25¼	14¼	17-3/8	40 lbs
16-6	11½	11	11-3/8	40 lbs
16-12	17¼	14-5/8	11-3/8	40 lbs
16-15	18¼	17¼	11-3/8	40 lbs
16-18	17¼	11	22¾	40 lbs
16-24	17¼	14-5/8	22¾	40 lbs
16-30	18¼	17¼	22¾	65 lbs
16-A-6	11½	11	11-7/8	40 lbs
16-A-12	17¼	14-5/8	11-7/8	40 lbs
16-A-15	18¼	17¼	11-7/8	40 lbs
16-A-18	17¼	11	23¾	40 lbs
16-A-24	17¼	14-5/8	23¾	40 lbs
16-A-30	18¼	17¼	23¾	65 lbs
18-30	24-5/8	18¼	22¾	90 lbs
20-30	17	15¾	19¾	10 lbs
20-60	21	17	29½	65 lbs
22-15	18¼	17-1/8	9-7/8	40 lbs
22-30	18¼	17-1/8	19¾	65 lbs
24-30	19½	18-5/8	22¾	65 lbs
26-15	21	20¾	11-7/8	65 lbs
26-30	21	20¾	23¾	90 lbs
28-30	15¾	15¾	16-5/8	40 lbs
28-60	20-5/8	15¾	24-7/8	65 lbs
30-30	13¼	12-7/8	14	40 lbs
30-60	17-1/8	13¼	20-7/8	65 lbs
30-120	21-3/8	21-1/8	20-7/8	65 lbs
31-30	20	13¼	14	40 lbs
31-60	26-5/8	13¼	20-7/8	65 lbs
32-60	15-5/8	12	19-3/8	40 lbs
32-120	19½	19-1/8	19-3/8	65 lbs
33-30	15-5/8	13¾	15	40 lbs
33-60	18-3/8	15¾	22-3/8	65 lbs

Sporting Extra

It is stated, on what appears to be good authority, that the Toronto staff of the United Shoe Machinery Co. of Canada have recently given a marked stimulus to the retail hat trade in this city. This, peculiarly enough, arises out of certain circumstances connected with the national sport of baseball. It is a result of a series of sweeping victories on the diamond by the members of the aforesaid staff, and an undue measure of success has caused an enlargement of the brain cells, making necessary the provision of new head-gear. The U.S.M.C. team claim to have defeated all comers during the present season, their most recent achievement being a win over the team of the Blachford Shoe Mfg. Co. by 19 to 7. This score, be it noted, was obtained from one of the United Shoe Machinery men, not from Blachford's. We print it only provisionally, pending refutation from the latter source.

Anticipates Rush on Felt Goods

"Early placing for Fall delivery was comparatively light," states a well-known manufacturer of felt footwear, "and we anticipate that with the first sign of coming winter we will experience the same rush for goods which took place last season when orders could not be filled.

"There is no possibility of a drop in prices of felt goods owing to the steadiness of raw material quotations. This applies especially to wool, which has been advancing steadily throughout the year, and indications are that this advance will continue for some time."



There's business lying in wait for the hustler

A well equipped shoe repair shop in a good country town for sale. Ill health cause for sale. Apply Box 131, Kerrobert, Sask.

Bookkeeper Wanted—Office man having shoe manufacturing experience preferred. Must be capable in correspondence, credits and general outline. Apply to Natural Tread Shoes of Canada, Limited, Belleville, or phone Adelaide 2908—Toronto.

Ames Holden McCready Operations

We understand that Ames Holden McCready Limited have completed the consolidation of their manufacturing plants at Montreal and contemplate some changes in their distribution policy. They expect thereby to give better service to their customers from coast to coast than in the past, while at the same time effecting certain necessary economies in keeping with general conditions in the country. They will in future have two mammoth master stocks of leather and canvas footwear at Montreal and Winnipeg, and smaller leather stocks, for customers' sorting requirements, at Vancouver, Edmonton, Toronto and St. John. Stocks of rubber footwear will be maintained as before at all their branches. With the consolidation of factories and modification in methods of distribution, this old established firm feels confident of increased business; enquiries elicit the information that its order books already show definite signs of improvement.

The new president and general manager, Mr. R. Montague Davy, has been connected with the Dominion Bridge Company in important capacities for the past thirteen years, and brings valuable experience to bear on his new work.

Leathers from Skins of Reptiles and Fish

In addition to snake skins and lizard skins it has lately been discovered that the skins of several species of fish make attractive and durable leather for footwear. Among these, one of the latest is the sea leopard, which inhabits the seas round the coasts of Norway, and is caught at Spitzbergen. Belonging to the seal family, this creature has whiskers about four inches long protruding from its body. When the skin is tanned the tiny holes left where the whiskers have been removed add considerably to the attractive markings of the skin in which shades of brown and fawn alternate. This leather wears well and looks smart.

For sports wear quite the newest leather is that made from the skin of the walrus. Dressed with fat, though thick and strong, it is exceedingly supple and its pebble-grained surface, in brown or grey, gives a pleasing and uncommon appearance to the shoes when made up. There is every likelihood of this skin vying with crocodile in popularity for golfing wear.

Shark skin has been used for both men's and women's shoes during the past year or two and is made up either with the grain on or with the grain shaved off, polished to a soft dull surface. It is dyed black, brown, or colours.

Among the strange sources of shoe leather supply must be included the zebra, the skin of whose cheeks are covered with beautiful markings which show up most effectively when used for the vamps of women's shoes. It is a somewhat remarkable fact that few, if any, shoes of this material have been worn in England, although they are made here and have an attractive appearance.

In cutting snake skins for shoes, care and ingenuity must be exercised in order to get the best effect from the different markings on the skin. Where these occur at regular intervals, it is usually arranged to have part of one "pattern" showing over the top of the toe and another one about the centre of the vamp. —"Footwear Organizer" (London, England)

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST 1915

SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES

INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
154 NOTRE DAME ST. W.
MONTREALFACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.BRANCH:
566 ST. VALIER STREET
QUEBEC

Cheap Material in the Finishing Room is False Economy

The Best is Cheapest in the Long Run

BOSTON LEATHER STAIN CO.

Makes only the HIGHEST GRADE ON FINISHES

We are

Exclusive Canadian Agents

We carry large stocks of BLS goods at MONTREAL, KITCHENER, QUEBEC ready to give you real service.

CYCLONE BLEACH, the only real sole Bleach; MAGIC STAIN, PARAGON STAIN, ALL Shades; KING and ULTRA EDGE INKS, Black and Colors; BLACK DIAMOND HEEL and SHANK INKS.

DYES, BLACK and COLORS, for all Purposes.

DRESSINGS and POLISHES, for all KINDS of Leather, Black and Colors. BOTTOM POLISH, WAXES, ETC.

You can't go wrong on this line. Every item is guaranteed twice by Boston Leather Stain Co., and by us. If anything goes wrong we make it right, quick.

Don't place your WINTER ORDER until you know what we have to offer you.

McDowell & Lincoln Limited

Formerly International Supply Co.

Main Office
154 Notre Dame St., W.,

Montreal

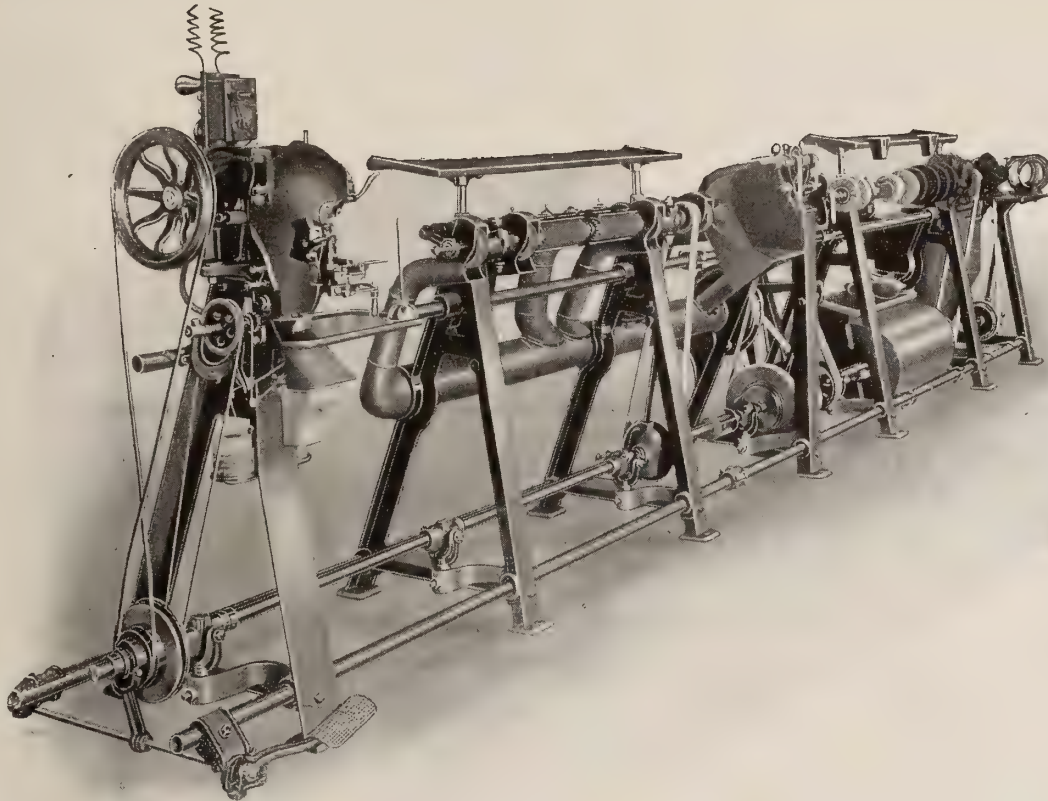
Branches
37 Foundry St., W.
KITCHENER, ONT.

566 St. Valier St.
QUEBEC

Established 1915

IT PAYS TO LOOK AHEAD

WHEN PLANNING NEW EQUIPMENT



*Showing our 22 ft. Goodyear Outfit assembled left hand with Shoe Drier and Dust Collector attached—
Produced in our Montreal Factory*

Picture Your Shop Equipped with a Goodyear Outfit
The Choice of the Successful Shops

**There is a Size Just Suited to Your Business
In a Style for Every Location**

Installed on Easy Terms that You CAN Afford

Bradbury Patching Machines Jacks and Supplies

Write for our Illustrated Catalogue and Price List

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

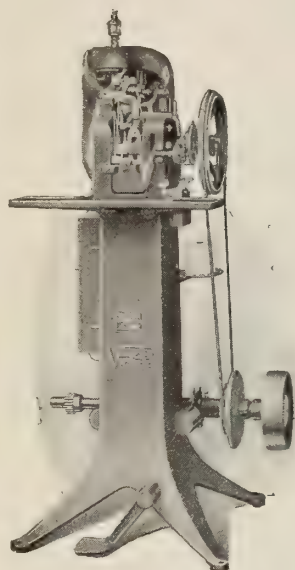
MONTREAL

TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

QUEBEC
28 Demers Street

You Pay No Royalties on VICTOR MACHINERY



The Victor line of factory type shoe repairing machinery is sold on easy terms and without royalty. Every one is the very latest in design and construction, embodying many exclusive features. They are guaranteed to be satisfactory in every respect. Get our terms.

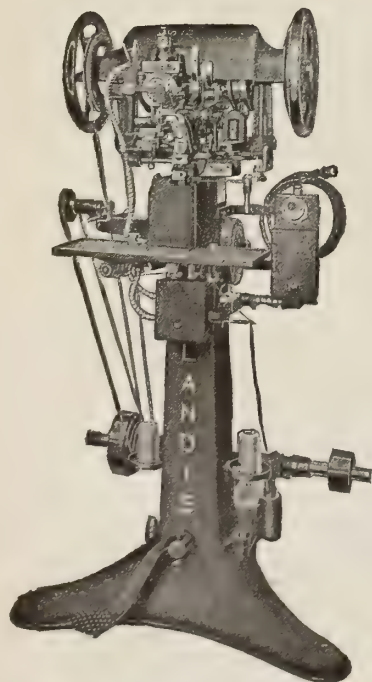
VICTOR
SHOE MACHINERY CO.
1-11 Willow St., Lynn, Mass.

Canadian Jobbers:

C. Parsons & Son, Ltd., 79 Front St. East, Toronto;
Kieffer Bros., 96 Prince St., Montreal, Que.; H. W.
Upham, Moncton, N.B.



LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative
ROBERT J. VAN STONE

167 John St., South, Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., Second and Gano St. Louis, U.S.A.

The Trade and Technical Paper Divisions of the Canadian
National Newspapers and Periodicals Association
will hereafter be known as the

BUSINESS NEWSPAPERS ASSOCIATION **OF CANADA**

MANY Canadian business papers have been among the finest and most respected of their kind in the world; but this association has been formed to establish and maintain for Canadian business papers generally, standards which to readers and advertisers will be a guarantee of the high quality and merits of its publication members.

As its "Standards of Practice," the Business Newspapers Association has adopted a set of working principles unsurpassed in any field of advertising or publishing. Only such papers that can live up to these standards are accepted to membership.

Not only does the Business Newspapers Association of Canada stand for honest, proven circulation methods and claims, demanding that all its members' circulations be audited by the Audit Bureau of Circulations; but also for (what is not less important) high editorial principles, fair competition, reputable advertising, and a general publishing policy which seeks to give the greatest possible service to the industries they represent.

Members of Business Newspapers Association of Canada :

BOOKSELLER & STATIONER
CANADIAN AUTOMOTIVE TRADE
DRYGOODSMAN & WOMEN'S
WEAR
CANADIAN FOUNDRYMAN
CANADIAN GROCER
CANADIAN MACHINERY &
MANUFACTURING NEWS
CANADIAN RAILWAY & MARINE
WORLD
CLOTHIER & HABERDASHER
CONSTRUCTION
CONTRACT RECORD &
ENGINEERING REVIEW
DRY GOODS REVIEW

DRUGGISTS WEEKLY
ELECTRICAL NEWS
FINANCIAL POST
FOOTWEAR IN CANADA
HARDWARE & METAL
MARKETING
& BUSINESS MANAGEMENT
MEN'S WEAR REVIEW
MOTOR TRADE
MUNICIPAL WORLD
POWER HOUSE
LE PRIX COURANT
PRINTER & PUBLISHER
SANITARY ENGINEER
WESTERN LUMBERMAN

Association Offices - - - - - 70 Lombard St., Toronto

Something Better

That's what you get in buying

STANDARD

Spats and Gaiters

Latest styles in all shades. Extra heavy felt, correct fit, best workmanship, which gives

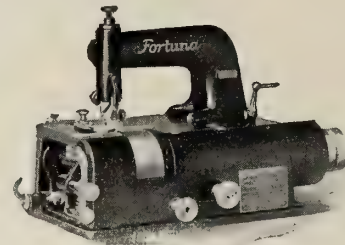
Extra long wear in every pair

Write or phone for samples and prices.



STANDARD GAITER & SLIPPER CO.
75-79 William St., MONTREAL Phone Main 1357

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt, Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

A glance will tell you all you need to know

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

**The Best and Most Durable
Shoe Laces Are Made
With Our**

Power Shoe Lace Tipping Machines

**Textile and Special Machinery
Harris-Corliss Steam Engines**

Eastern Representative for
**WORM GEARS AND WORM GEAR
REDUCTION UNITS**

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.

**The Only Genuine
Goodyear Welt
Shoe Made with
a Pillow Welt
Insole**



**The Only One
of Its Kind**

Comfort, Strength, and Value

The above qualities of the Goodyear Welt and Pillow Welt Insole make it the most popular shoe for children on the market today.

Let us furnish you with particulars of our complete line. We are sure that we can satisfy the most exacting buyer.

Globe Shoe Limited, Terrebonne, Que.

**Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,
Carried in stock by Alfred Lambert, Inc., Montreal**

Maritime Provinces:
W. J. Gard,
47 Rupert Street,
Amherst, Nova Scotia

Ontario:
Charles Newton,
169 Park Side Drive
Toronto, Ontario

Western Travelling Representative:
W. E. Short,
1429 City Hall Avenue,
Montreal



CLARKE'S PATENT LEATHER

A feature worth remembering is that Clarke's A.R.C. Brand Patent is **uniformly** good. Its quality never varies from the high standard it has always set itself to maintain. This is due partly to the careful selection of the skins and partly to the thoroughness and skill which characterize the actual manufacture.

Clarke's Patent requires a much longer time to produce, but the results more than justify it.



A. R. Clarke & Company Ltd.

LARGEST MANUFACTURERS OF PATENT LEATHER IN THE BRITISH EMPIRE
MONTREAL TORONTO QUEBEC

Footwear

IN CANADA



VOL. XIII
NO. X

TORONTO

OCT. 1923

The "Superba"

TETRAULT sets a new standard for all that is chic and up-to-date in this new model, the "Superba,"— a welt in Bamboo Suede with calf trimmings. Just one of a score or more outstanding designs in the new Fall and Winter range.

Tetrault
Shoe Mfg. Co. Ltd.
Montreal

*Largest Manufacturers of Shoes
in Canada*



Established 1857

"THE WEAR



IS THERE"

There Is No Substitute For Leather

Leather is one of nature's products that cannot be equalled by any fabricated material. Particularly is this true of sole leather.

Breithaupt sole leather, because of the excellence of its tanning process, has properties that no buyer should overlook. Its "springiness" makes walking a pleasure, its high resistance to water and dampness makes it a guardian of health, while its well known ability to retain the shapeliness of the shoe until worn out, is but another incentive for the wearer to again buy that particular brand of footwear.

Back of all this is an organization who will give you 100 per cent. service on all your sole leather needs.

The Breithaupt Leather Co. Limited

Producers of the Standard of Canadian Sole Leather

SALES OFFICES:

Kitchener Toronto Vancouver Montreal Quebec

TANNERIES AT:

Penetang Hastings Kitchener Woodstock Burk's Falls

Tipperary Shoes

Order Now! for Spring

The Tipperary line up for 1924 is greatly enlarged by additional models that combine quality, style and comfort in a way that makes sales certain.

Be sure and wait for the Tipperary shoe salesmen. They are now on the road, and will call on you shortly with a full range of this popular brand of summer footwear.



Russell



Basketball

The Columbus Rubber Co. of Montreal LIMITED

Head Office and Factory

1349 Demontigny St., Montreal

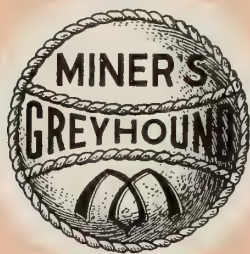
Branches At
Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.

Sales Agencies:

Wm. Cook Shoe Co. Moncton, N. B.
Fleetwood Footwear Ltd. St. John, N. B.
Poliquin & Darveau Quebec, Que.
Louis McNulty St. John's, Que.
S. Marantz Winnipeg, Man.



Wholesale Distributors Ltd. .Winnipeg, Man.
Tree Spriggs Co. Ltd., ...Winnipeg, Man.
W. A. Law Footwear Co. Ltd., Winnipeg, Man.
Shaw Brothers Edmonton, Alta.
Anderson & MacDonald Vancouver, B.C.



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh, Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh, Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

We hope that you read the Miner advertising broad-sides mailed during September.

If you did, you saw what merchants who sold Scout and Guide running shoes this Summer had to say about the additional extra sales they got by featuring this special line.

You, too, can add to your sales and profits by having Miner's Scout and Guide rubbers and tennis shoes to offer to your customers.

Footwear

in Canada

Member Audit Bureau of Circulations

57% more paid circulation
67% more retail readers

than any other Canadian
shoe and leather paper
See Audit Bureau of Circulations Report
Subscription records open for inspection

VOLUME XIII

OCTOBER, 1923

Number 10

IN THIS ISSUE READ

<i>A Little Portfolio of Latest Footwear Designs</i>	7	<i>In the New England Markets</i>	99
<i>A Window Display Formula</i>	35	<i>In the Ontario Markets</i>	103
<i>And Then Another Customer Walked Out</i>	51	<i>In the Montreal District</i>	109
<i>A. H. Randell's Shoe Repair Shop, Moose Jaw</i>	69	Jacobi, Philip	84
Ackerman & Son, B. F.	89	King Kid Shoe Co.	82
Aird & Son	28	La Duchesse Shoe Co.	87
Ames-Holden-McCready	26-27	Landis Machine Co.	76
Amherst Boot & Shoe Co., Ltd.	58	Lawrence Leather Co., A. C.	102
"Brothers under the Skin"	29	Ludger Duchaine	80
<i>Buy the Shoes You Need—Sell the Shoes You Buy</i>	63	McDowell & Lincoln Ltd.	115
Baby Shoe Co.	96	Mercury Mills	52
Breithaupt Leather Co.	2	Miner Rubber Co.	4
Brown, R. L.	94	Mutual Chemical Co.	114
<i>Cheering News from Prominent Retailers</i>	41	<i>National Shoe Week Goes Over</i>	65
Canadian Stitchdown Co.	42	New Castle Leather Co.	20
Carter & Co., E. T.	78	Norfolk Shoe Co.	46
Children's Shoe Mfg. Co.	92	Nursery Shoe Co.	72-73
Clapp & Son, Edwin.	76	<i>Official Colors for Spring 1924</i>	14
Clarke & Co., A. R.	118	<i>Operating Expenses in Retail Shoe Stores</i>	43
Cobourg Felt Co.	70	Omeme Tanning Co.	116
Collis Leather Co.	108	<i>Portrait Gallery of the Industry</i>	107
Columbus Rubber Co.	3	Perth Shoe Co.	19-37-38-39
Cote, A. A.	50	Pomeroy Limited	74
Cote, J. A. & M.	22	<i>Question and Answer Department</i>	91
Cummings, Nathan	66	Ralston Co., Robt.	96
Dale Display Fixtures Ltd.	82	Robson Leather Co.	106
Daoust, Lalonde & Co.	40	Routier, Luc	95
Davis Leather Co.	100	Samson, J. E.	85
Dufresne & Locke	34-35	Scott Co. (Stafford) Ltd., John.	78
Dupont & Frere	32	Selby Shoe Co.	56
Edwards & Edwards	104	Small Shoe Co. Ltd.	88
Everett & Barron	87	Standard Gaiter & Slipper Co.	88
Fortuna Machine Co.	111	Steel Shank & Specialty Co., H. W.	109
Fournier, Eudore	86	<i>The Salesman Must be "Sold" Himself</i>	67
Franklin Machine Co.	111	Talbot Shoe Co.	54-55
Gagnon, Lachapelle & Hebert.	16-17	Tanguay, Jos.	93
Galt Shoe Co.	48	Tebbutt Shoe & Leather Co.	62
Gamba, A. L.	79	Tetrault Shoe Mfg. Co.	1-90
Getty & Scott	64	Tillsnburg Shoe Co.	46
Globe Shoe Co.	117	United Last Co.	110
Great West Felt Co.	44	U. S. Hotel	89
Gutta Percha & Rubber Ltd.	36	United Shoe Machinery Co.	112-113
<i>Hosiery, Buckles, Gloves are Featured by Hanan & Son</i>	53	Vaughan, Geo. C.	24
<i>How to Deal with Welt Trouble</i>	75	Victoria Shoe Co.	60
Halford Pub. Co.	79	<i>What will it Do to the Rate of Turnover?</i>	21
Hewetson Co. Ltd., J. W.	6	<i>What is More Important than Fast Turnover?</i>	23
Hinde & Dauch Paper Box Co.	85	<i>With the Editor</i>	59
Holt Renfrew & Co.	68	Whittemore Bros.	77
Humberstone Shoe Co.	94	Wickett & Craig Ltd.	108
Hurlbut Shoe Co. Ltd.	84	Wilson Process Inc.	98
Hydro City Shoe Mnfrs.	68	Witchell Sheill Co. of Can. Ltd.	30

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO



Hewetson Straight-Lasted
Orthopedic Shoes

Advertised Shoes for Children

National advertising has made Hewetson Shoes for Children known and recognized everywhere. The newspapers are now carrying our Fall advertising and the demand for Hewetson Shoes for Children has begun in earnest.

To reap the benefit of this advertising, the dealer has only to let prospective customers know that his is the store that sells the famous Orthopedic, straight-lasting, Hewetson Shoes for Children.

To that end, use window and inside store displays and local newspaper advertising. They all pay. So does the quiet word of a salesman now and then, particularly at this season.

HEWETSON

SHOES FOR CHILDREN

"Made Stronger to Wear Longer"

J. W. HEWETSON COMPANY LIMITED

Shoemakers to Children

Brampton, Ont., and Acton, Ont.





A Little Portfolio of Footwear Designs

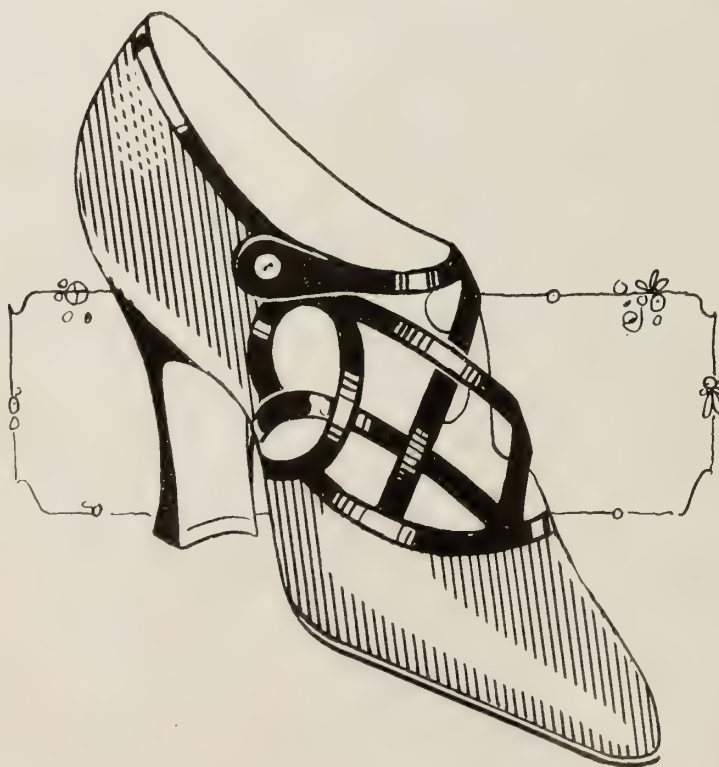
*Feminine Footwear of the moment exquisitely graceful
and artistic. Cunning combinations of cutouts and straps.*





Straps and Cut-outs

This patent leather, side-gore shoe, with open-work front, has proved its popularity in New York. By I. Miller & Sons.



Stevens, Chicago, show this fancy-strap effect and proclaim it a winner.



In Cunning Combinations



The cuts on this page illustrate two Parisian numbers, which indicate quite clearly the source of the inspiration of many Canadian and U. S. Styles.





The Belle of Chicago



The "Two-in-One"

This is Chicago's big seller today. It is Marshall Field's exclusive design and derives its name from the fact that it is made by superimposing one last on another. It is shown in a variety of combinations—the background (inner last) in gray, brown, black (patent and suede) or bronze; the outer last in green, black, tan, brown or scarlet suede.



The Idols of Fifth Avenue

Right—White brocade evening slipper shown by Cammeyer. Trimming and heel covering are in satin.



Left—An evening shoe shown by J. J. Slater, New York, in crystal silver brocade.



Right—Another interesting Slater number, featuring the popular side gore.

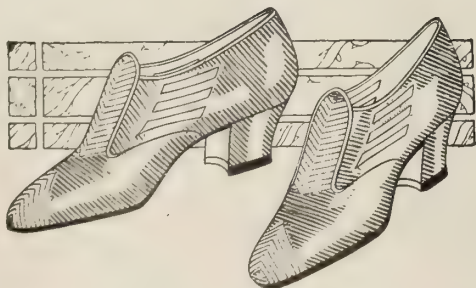
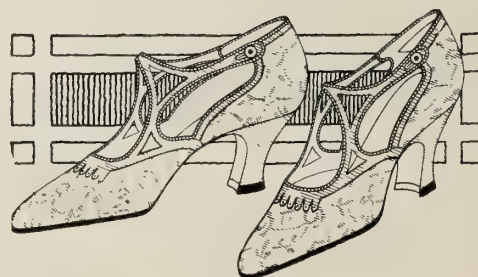
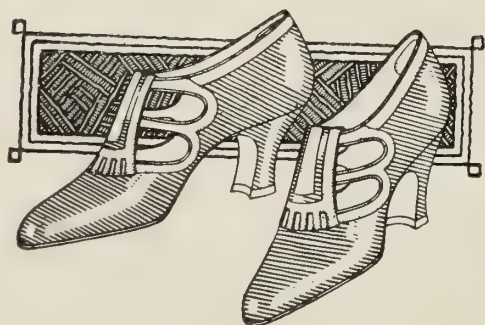




Blacks are Much in Evidence



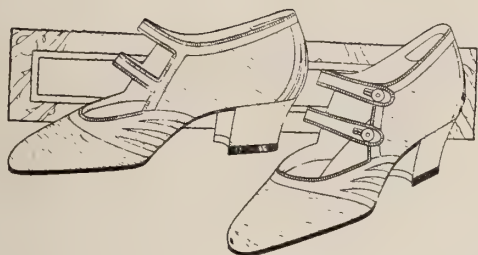
A striking cross-strap design that is taking well at Marshall Field's, Chicago.



Three rapid-moving numbers from the Chicago store of Hanan & Son.



In Satin, Patent and Suede



More interesting style ideas from the mid-western Metropolis. The pen and ink sketches are from Hanan & Son. The photograph shows a Marshall Field selection.



Our Little Portfolio of Latest Footwear Designs

Last Minute News and Illustrations Gathered by the Editor on a Trip to New York, Boston and Chicago—Comments on the Situation as it is To-day and the Prospects for the Immediate Future

It has been said that changing styles in women's footwear cause the shoe retailer more worry than all the other elements in his business put together. The average dealer curses each new design and fails to stand the pace. The exception is the man who rises to the occasion and keeps on his toes. He makes a good profit.

There are just two classes of footwear—"staples" and "styles." There is today, perhaps more than ever before, a big demand for staples. They are the bread and butter of the majority of retailers in the footwear industry. They will always be in demand. They meet the need of the man and women who have no objection to being in style but who demand comfort and quality first.

But the other group is just as distinct. It **must** be new. It **must** be different. It must, in general, be conspicuous. But, above all, it must be the **very latest**. Whether the retailer likes it or not, this class must be served. And, properly handled, this service is profitable to the retailers.

Some retailers have made the mistake of mapping out a middle course, of trying to keep a place in the style procession somewhere near the rear. It has not proven a success. There is, we believe, no mid-

dle course. The dealer must choose. If he decides to do a "style" trade he must do it one hundred per cent. He must turn his stock very month at least. He must know, on the instant, what his brothers in the leading centres are doing. He must be able to say to his style customer "That's the best seller in New York **today**."

Realizing, then, that shoe styles of the present moment constitute the only information that can benefit those of our readers who are interested in style merchandising, "Footwear in Canada" in the following pages reviews the situation, as evidenced by personal inspection, in the leading shoe style centres of the continent. The editor has just returned from visiting manufacturers and retailers—more particularly prominent retailers—in New York, Boston and Chicago. Our information was gathered from conversation with the most wide awake men in these centres. Our illustrations are reproductions of the "best sellers" we saw moving over the counters on October 1.

New York is a city of tall buildings and turn slip-pers. A trip to Fifth Avenue and Broadway convinces one that fashionable femininity—which means

(Continued on page 18)

Official Colors for Spring 1924

**Shades for Shoe Leathers and Fabrics Suggested by Joint Styles Committee of the Shoe and Leather Industries
—Issued by Tanners Council of U. S. A.**

Women's, Misses' and Children's Shoes

Airedale	Jack Rabbit
Racquet	Log Cabin
Tanbark	Mandalay
Bombay	Otter
Piccadilly	Black
Oriental Pearl	White

Men's, Boys' and Youths' Shoes

Bombay	Otter
Piccadilly	Black
Mandalay	White



*Black kid and black suede one-strap
two-button slipper, baby Louis heel.*
Perth Shoe Co.



Combination buck and calf oxford.
Perth Shoe Co.



G.
L.
H.

New styles for Spring! Bright, snappy designs made on new lasts are now being shown to the wholesale trade. The range is wide and varied and the values unsurpassed. We invite an immediate and close inspection. See them now.

Gagnon, Lachapelle & Hebert
55 Kent St., Montreal

Autumn 1923—1924 Spring



G.
L.
&
H.

Many new style features are embodied in these handsome models—features that are bound to go big with the public. Workmanship and materials are well up to the G. L. & H. standard—a guarantee of excellence and all-round satisfaction.

Gagnon, Lachapelle & Hebert

55 Kent St., Montreal

Autumn 1923—1924 Spring

Portfolio of Footwear Designs

(Continued from page 14)

about 90 per cent. of the female population—is wedded to millinery types of footwear and that straps have the proverbial nine lives and then some.

The feature of the situation at the moment is the strong demand for black. Patent is leading by a nose with black satin a close second and black suede not



Cross-strap design shown by Gagnon, Lachapelle & Herbert.

very far behind. One finds this predominance of black both in the store windows and on the street. This does not seem, however, that the autumn brown shades, of which we have heard so much latterly, are not being shown, or worn. They are. In some quarters, it is true, the floral wreaths are all ready to place on their tomb and the announcements have already appeared in the obituary columns, but we think the report of their passing, like that of Mark Twain's death, is a trifle exaggerated. We are told that the U. S. manufacturers have forgotten about them, but, if so, the retailers certainly haven't. In Hanan's Fifth Avenue store, we commented to the manager on the



Egyptian patent leather sandal with kid collar and front. Daoust, Lalonde & Co.

predominance of black in their window. "That's only for to-day," he said, "come around to-morrow and you'll find the browns to the fore—they're not by any means a dead proposition with us. I figure they've got quite a bit of life in them yet, though the tendency is, I think, for the demand to swing more to black as the season advances." This appears to be the general opinion, though the fact that Paris has placed the stamp of its approval on brown for winter wear may have an unexpected influence on the situation. J. J. Slater's were giving equal attention to black and brown in their windows. Cammeyer's likewise devoted one window to the brown suede footwear.

Straps still hold the field, and popular feeling, as

it is making itself felt in Fifth Avenue stores, is in favor of shoes less cut away at the shank. On Broadway one still sees exposed and unsupported insteps, but the style leaders are tending toward shoes that are cut higher. The range of patterns on the whole, is very similar to what we have in Canada, with a somewhat wider variety. The Parisian designers are exerting a profound influence upon the situation. U.S. shoemen claim that the home product is superior to that of France, in, fitting qualities, but when it's a matter of creating style ideas, they hand it without hesitation to the artists of Paris, whose designs provide the inspiration for a large percentage of the new models produced.

But while America follows the lead of France in the matter of patterns, the same is not true of lasts. French vamps have been lengthening, while they have been shortening up on this side of the water. The lasts in New York's best stores to-day are moderately short, not so short as to look sawed off. The real stubby toe, though it is quite prominent on Broadway, is little seen on Fifth Avenue, which indicates, of course, that it is not in demand with the best class of trade.

A Significant Movement Toward Gores

There is a significant movement toward gore pumps. In the high grade goods, the gores are made



Women's black slipper, pointex satin vamp, black satin fox, black suede top and strap. Dufresne & Locke.

as inconspicuous as possible. One sees quite a number of front gore shoes, having the gore cleverly concealed with an ornament or by a small tongue.

Something that is spoken of as very new is the sabot effect, with a waist-band strap surrounding the instep and extending down to the shank on either side. This in many cases does not take the place of the strap at the ankle for holding the shoe on the foot, but is merely an ornamental feature. It may probably be considered a development from the overlay around the throat of the shoe, a type of decoration which is still quite prominently shown.

Successful Designs Carried Right Through the Line

For the rest, there are still all kinds of cross and fancy straps. There are lots of apron effects seen and lattice work fronts and interlacing strap patterns resembling Chinese puzzles in their intricacy. The general tendency, however, is toward simplicity in the better grades—simplicity in appearance and diffi-

(Continued on page 95)

Perth Shoe Takes Another Important Advance Step



THIS is an announcement of unusual and significant interest to the Canadian shoe trade.

We have produced, after several months spent in preparation, a new range of women's covered heel welt shoes in the fashionable

Suedes
Satins
Patents
Kids

These new lines are certain to make an instantaneous hit with the trade, for they combine the serviceability of the welt shoe with the smart, dressy appearance of the turn, and are made to retail at eight and nine dollars.

No stock will be quite complete without a range of these new Perth Covered Heel Welts. Our representatives are now on their respective territories with a complete range of spring samples, including these new covered heel lines, but if for any reason you are unable to see them, write us and samples will be sent direct from our factory.

Perth Shoe Company Ltd.
Perth, Ontario

*Largest Manufacturers of Women's Welts
Exclusively in Canada*



H. B. McGEE	J. H. McGEE
Room 706, King Edward Hotel, Toronto, Ont.	Royal Alexandra Hotel, Winnipeg, Man.
W. S. PETTES	G. H. FERGUSON
Room 413, Windsor Hotel, Montreal, Que.	511 Bower Bldg., Vancouver, B. C.



LOOKING AHEAD

The question of new styles for 1924 is much on every manufacturer's mind just now. What types will catch the public fancy—what colors will go best? Difficult to answer in most cases but on one point the answer is clear. HAVANA BROWN will lead again. That is a certainty, for the qualities that have already brought it world-wide favor are to be found in no other kid. They are obtained by a process which remains secret with us.

BLACK COLORS WHITE

"Judge It by Its Users"

New Castle Leather Company, Inc.

BOSTON

NEW YORK
MONTREAL, CAN.

CHICAGO

and the Principal Leather and Shoe Centres Everywhere
Factory, Wilmington, Del.



“What Will It Do to the Rate of Turnover?”

“That’s the Question I Always Ask,” Says a Merchandising Expert of International Reputation—The Rate of Turnover is the Pulse of the Business, by Which Its State of Health is to be Judged—“Sell the Goods the Same Season They Are Bought,” is the First Principle of Sound Merchandising

The doctrine that in turn-over lies the safety and success of a retail business to-day is pretty universally accepted. But while accepting the theory without argument, it is a question whether the average shoe merchant actually justifies his faith by his works and puts it to the test by practical application to his own business. If one believes that in order to avoid the danger of failure and build up sound and profitable trade it is necessary to maintain a certain rate of stock turn, that means that he will set about finding how he can increase his turn-over to that point, and then put his findings into effect. But that takes courage, and often drastic action, and it is always easier to drift along and be content with half measures.

Two Pertinent Questions

It is worth while investigating this matter and discovering what the policy of the most successful retail institutions is in regard to it. There recently appeared in the well-known business magazine, “System,” two articles—in different issues—dealing with the all-important question of turn-over. These were written by two of the leading merchandising experts on the continent and, as usual, point to the conclusion that there are two sides to this, as to every other, question. One of the articles was written by Samuel W. Reyburn, President of the firm of Lord and Taylor, and its heading, “Why I always ask: What will it do to the rate of turn-over?” indicates the conviction of the writer that turn-over is the gauge by which to measure the merits of any merchandising policy or method. The other article is by James Simpson, president of Marshall Field & Co., and he raises the question, “What is more important than fast turn-over?” which shows that his viewpoint does not entirely coincide with that of Mr. Reyburn. Since both are so well-qualified to speak, it will be instructive and helpful to quote extracts from their articles, outlining the policies with regard to stock turn upon which the great institutions of which they are the heads have been built up.

Sell Merchandise Same Season it is Bought

Back in 1914 when Mr. Reyburn took hold of the reins of the business, Lord and Taylor had nearly \$6,500,000 of borrowed money and he points out that while the company was not technically insolvent it might as well have been, for it had only slow moving assets with which to pay fast moving bills. “To-day,” he states, “it does not owe the banks a penny and it has not for nearly four years. And this regeneration has been brought about, not by new capital or anything of the kind, but mainly by the unvarying

application of a single principle, ‘Sell the merchandise in the season in which it is bought.’ This rule has been loyally followed by everyone in our organization.

“Before taking this job of leadership I had, for 16 years, been president of a bank in Arkansas, and now that I look back it seems to me that we founded that bank and managed it on merchandising principles, or again it may be that there is no difference between the principles of merchandising and the principles of banking. In fact I am inclined to believe that through all business runs the single principle, ‘Sell the merchandise in the season in which it is bought.’ A store earns nothing on the goods that stay on the shelves. A bank earns nothing on the money in the vault. A factory earns nothing on the contents of its stock-rooms. The profits are made by getting the goods or the money out and the fresh stock in—by keeping things moving. Probably this is perfectly obvious. Most of the more important things of a business are obvious, but we get so used to the obvious that we do not see it. It is obvious that a man cannot continue to spend \$3,000 a year on a \$2,000 income, yet a lot of men try it. Although nobody will deny that there is no profit on goods until they are sold, yet marking up the value of an inventory in a rising market and thereby showing a book profit is not entirely unknown. I have read too many statements in which bricks, mortar, fixtures, machinery, and unsold stock constituted the preponderant assets to believe that the obvious will always be seen. Merchants and manufacturers are not warehousemen. They must make their money on what they sell, not on what they store, and therefore the test of every business is how quickly it sells—how its blood circulates.

Admit Your Mistakes and Take the First Loss

“The progressive retailer buys his stock on a plan to sell it within a definite time. Of course he does not make all his plans work, but that is no reason for not having them—we never quite find perfection. The point is not to cover up mistakes in buying or pricing by holding the goods in the hope of getting out. That is only pyramiding the mistakes. I hold that a manager who can be right 75 per cent. of the time is little short of a wonder and that if he can be right 65 per cent. of the time the store will make money on his department.

“The personal equation is against taking losses on goods; it is human nature to cover up mistakes of judgment. I try to overcome that tendency by taking for granted that judgment will never be perfect and letting it be well known that it is not errors

Yamaska



Never in Yamaska's history, have we had so much confidence in what the future has in store. Particularly as regards Yamaska. This footwear, we have every reason to believe, will be in greater demand than ever during the coming Fall and Winter months. All signs point to this belief. For the public are admittedly in need of footwear, and the coming of colder weather will make purchases imperative.

Yamaska should, and will, get its share of this business—a prediction based upon past experience and the fact that Yamaska was never so high in public favor as it is today.

La Compagnie J. A. & M. Cote

St. Hyacinthe, Quebec, Canada

but covering up errors that counts so heavily against us, and that if a buyer studies how his goods move he will steadily cut down his errors.

"The state of health of any department is judged by the rate of its turnover. If a department gets sick, and most departments do now and again, we generally discover that it is ailing by the beat of its pulse—by its turn-over. The moment the rate slackens and the stocks begin to accumulate, I know at once that something is wrong. I have yet to find an over-stock which is a complete stock.

"Twice a year we expect a buyer to reduce his investment and clear his stocks of slow-turning mer-

chandise so that he can start off with a clean slate. Perhaps you will say: 'How about staple merchandise? Why go through the form of selling it off only to have to buy it back again?'

"Our experience is that it is a good thing to ask a buyer to move out his old season merchandise even though he must go into the market again to re-buy, very much the same, if not exactly the same goods. It puts new life into a department to get rid of the sluggish stock. We find that the policy, established by the founder of the business nearly 100 years ago, to sell the merchandise in the season in which it is bought, pays in the long run."

"What is More Important Than Fast Turnover?"

Asks Another Merchant Prince of Equal Eminence—There Are Two Sides to Every Question and There is One Thing More Important Than Rapid Turnover, According to this Authority, Namely "Service to the Customer"—Consider Not Only the Immediate, but also the Ultimate, Profit

Now let us hear what the president of Marshall Field & Co. has to say on the subject. He begins by relating an incident that happened in the company's store:

"Not long ago a middle-aged gentleman inquired in our retail store for a certain brand of shoe cleaner. The salesman had to tell him that our supply was exhausted.

"'You don't mean to say I can't get it!' he exclaimed.

"The salesman admitted that temporarily it was impossible to fill the order. But it proved difficult to make the customer comprehend the situation.

"'I've always bought it here!' he protested.

"That was true. To him it seemed conclusive. And he could not understand our inability just then to serve him. His attitude was, I should say, complimentary, though it was unfortunate, because of a delayed shipment, that we did not have the goods.

"This customer and the merchandise he wanted may be taken to illustrate one aspect of merchandising, and it strikes down toward fundamentals. The shoe cleaner he named is imported from England. It is comparatively expensive. At one time it was in fair demand in this country, but for a long time the demand has dwindled. We continue to carry the cleaner; but we do so only because a few regular customers, probably not more than a dozen in all, keep on calling for it at intervals.

Why Carry a Slow Mover?

"It does nothing to help us speed up our rate of turn-over; on the contrary, it tends to slow it up. It does not do much to increase our profits; our buyers and salesmen in that department could doubtless spend their time more profitably on other merchandise. But we feel that it is good business to carry that cleaner.

"That I may not be misunderstood, let me say at

once that hardly any factor in merchandising is more important today than the rate of turn-over. Under rigidly competitive conditions, the decisive means of increasing the total volume of profit is to have a larger number of small profits—to sell more often—to turn the merchandise with less delay.

"I state this decisively and emphatically at once, because in what follows I mean to point out some modifications or exceptions which I consider about as essential to good merchandising as the rule itself—perhaps even more essential. What I have to say results from contact for over 30 years with our manufacturing and wholesale business, with our own retail business, and with retail merchants throughout the country who are our customers.

"The case I have cited involves a question of service rather than of profit: how far should a business go to win and keep the regard of the exceptional customer? To what extent is it justifiable to sacrifice profit in order to render maximum service?

Choice Between Service and Profit

"Obviously, this is something not to be answered precisely in terms of dollars and cents, nor with reference to the profits of a given year nor on the basis of any definite rule about the rate of turn-over. Our inclination, however, when the exceptional customer is concerned, is to favor service rather than profit if a choice has to be made? I think there are sound merchandising reasons for doing so. Exceptional customers are a marginal fringe, a few in number compared with the total of all buyers. But they are easily recognized. And if your policy calls for doing whatever may be necessary in order to win their regard, you establish a basis of service which will almost certainly be reflected in all your merchandising endeavors and will create a tremendous goodwill. If the exceptional customer is well served, it



Ivory Sole, Heel and Welting

VAUGHAN'S IVORY

THE SOLE THAT HAS MADE
WHITE SHOES STAPLE

MADE BY
GEORGE C. VAUGHAN
Tanneries at
PEABODY
MASS.



Trade Mark Registered

VAUGHAN'S IVORY sole leather is WHITE clear through. It is finished natural, it stays white, and there is nothing to crack or peel off.

VAUGHAN'S IVORY sole leather is used successfully on **welts, McKay's, turns or stitch-downs**. It is very light weighing, does not draw or blister the feet in hot weather, and has exceptionally long-wearing qualities.

VAUGHAN'S IVORY sole leather may be obtained in the following forms:

Sides	Heads	Toplifting	Ivory Fibre Board
Backs	Bellies	Cut Soles	Heeling
Bends	Shoulders	Welting	Offal

For every white shoe, a VAUGHAN'S IVORY SOLE
When ordering, specify VAUGHAN'S IVORY

GEO. C. VAUGHAN CO.

Tanneries at
Peabody, Massachusetts

will follow almost as a matter of course that the average customer will be well served too.

"We feel that fast rate of turn-over is one good thing. A satisfied customer is another good thing. If we can have both, we are merchandising under ideal conditions. But if, as sometimes happens, we have to sacrifice one of the two, we usually let it be the fast rate of turn-over.

Immediate and Ultimate Profit

"A business man, in my judgment, needs double vision: he needs the ability to see the near profit, but equally he must be able to visualize the profit that may accrue in increasing volume through years to come by building up prestige.

"The rate of turn-over and the amount of current profit furnish excellent indicative evidence of how well you are merchandising today. They should, of course, never be lost sight of. But they can be over-emphasized at the expense of profits in later years.

"There is no exact rule. I am glad for myself that there is none, because it adds to the interest by making every case a new problem to be solved afresh on the basis of known or anticipated factors. It makes merchandising a more fascinating enterprise, in which a large element of judgment must constantly be exercised.

"The primary purpose of business, when you get down to that, is to render a service—to do something for which you deserve to be paid, and for which somebody is willing to pay you. Earning a profit is one of the conditions under which a business man can continue permanently to render service, and it is his legitimate reward for doing so. But until the service is rendered, no profit is deserved. To put the profit ahead of the service results, to my thinking, in subsequent erroneous conclusions.

"In our retail store, to illustrate in terms of practice, we do not continually hammer on rates of turn-over among our merchandise managers. We do not impress rapid turn-over on them as the object which we want them to achieve above all other objects. We have no fixed rule about it that everybody must try to comply with. We do let it be known that we realize perfectly well that the faster you use your dollars—the more times in a year you buy and sell and earn a profit—the greater, other things being equal, will be the total volume of your profit.

"Obviously, from all I have said, it is my feeling that no good merchandiser will ever forget the rate of turn-over. It is too big an element in his success. But sometimes a merchant need not and should not buy for the very fastest possible rate of turn-over, but when this occurs he ought to get other compensating advantages."

The foregoing quotations contain, we believe, the fundamental truths of the science of modern merchandising. The whole policy of a merchant must be governed by the fact that his profit is made on the goods he sells, not on the goods he keeps in stock. The liveliest retailers in the shoe business today are concentrating their buying on a comparatively small number of styles and seeking to sell those almost as quickly as they are placed on the shelves. If they make a mistake and pick a sticker, they don't wait in hope that it will eventually sell; they take the necessary action to move it and move it quickly.

But on the other hand, one must not lose sight of the fact that fast turnover is not an end in itself—

only a means to an end, which is business building. And some are undoubtedly making the mistake of neglecting to provide adequate service to their customers in their anxiety to turn their stock just as rapidly as possible. They eventually defeat their own object. Profitable, permanent custom is founded on good-will. Once that is lost, stock can't be turned at a profitable figure. If a customer goes to your store in search of some article which he may reasonably expect you to supply him with, and finds that you can't do so, he is disappointed in your store and not so likely to give it future business. Many shoe stocks to-day are quite inadequate to the needs of the community which they pretend to serve. It is surprising the difficulties which some customers meet in seeking not unreasonable footwear requirements. Take for instance a women's high-grade, black kid oxford, with a narrow-fitting heel. That is a type of shoe which many older women want, with a very fine class of goods in the upper for reasons of comfort. One would think it should be obtainable in any high class shoe store—but it's one of the hardest things to secure. Retailers are so deeply occupied with the style goods and the problem of keeping stocks low that they are overlooking, in many instances, the good, staple, conservative trade.

In all things there must be balance. Does the retailer to-day want to do business on the smallest possible stock? No! He wants to do business on the smallest possible stock that is adequate to meet the requirements of his clientele. If he over-emphasizes low stock to the detriment of his service to his customers, his days are numbered, and, on the other hand, if he forgets all about stock turn in his anxiety to serve all classes and miss no sales, his business in that case also is marked for destruction.

Wilson Sewed in England

Two additional manufacturers of boots and shoes in Leicester, England, are now producing Wilson Sewed shoes under licenses granted by Wilson Process Incorporated, according to an announcement from the Boston headquarters of the latter corporation.

Hank says:

Life's dividend isn't calculated by what you hope to receive—but that it will be paid, without you knowin' it maybe, accordin' to your honest-to-gosh endeavor to bring sunshine and moonshine with you wherever you go.

International Shoe and Leather Fair

The 24th International Shoe and Leather Fair was held at the Royal Agricultural Hall, Islington, London, N., on October 8 to 12. A preliminary list of exhibitors which has been published previous to the exhibition revealed the fact that some 360 firms were taking space at this exhibition. This number includes many leading concerns engaged in the boot and shoe leather industries.

The Shoe and Leather Fair is controlled by a Society of the trade in which every section of the shoe and shoe leather industry is represented, and is managed on behalf of the Society by the "Shoe and Leather Record," 23-28, Fleet Street, London, E. C.

*The
Future Looks Bright
for
A.H.M. Dealers*



Service and

New Service Policy Means More Business For All

With the consolidation of our Montreal manufacturing plants, and other changes in distribution now in effect, we were never in a better position to offer such satisfying service. No matter where you are located or the extent or variety of your requirements, we can meet them in a way that was never before possible.

For the approaching Fall and Spring trade we have added many new lines that already give definite indications of being exceptional sellers.

We want you to see them!

**AMES HOLDEN McCREADY
LIMITED**

Head Office: Montreal, P. Q.

Branch Sales Warehouses at
St. John, Quebec, St. Hyacinthe, Montreal, Ottawa, Toronto,
Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.

Satisfaction



Shoemakers to Wholesalers only



"Brothers Under the Skin"

The Successful Small-Town Retailer and the Merchant Prince of The Metropolis Differ Only in the Scale of Their Operations—John Small Handles his Thousands with the Same Wisdom as John Big Handles His Millions—And Small is Just as Important to His Country's Good

By A. M. BURROUGHS*

It is high time that the little "big man" had his innings. All the fine things that have been said and written about the captains of industry and finance are well deserved. But for every big figure in national life who has directed his million-dollar corporation wisely and profitably there are hundreds of smaller business men—retail merchants, retail distributors of every conceivable kind of manufactured commodity—who have done fully as well in their more limited fields.

We have in mind that type of merchant who handles his thousands with the same wisdom, the same foresight as the merchant prince handles his millions.

In every community there is one or more men of that type. Business comes to his store in panicky times as well as in boom times. His store is a clearing house for goods. His purchases and sales over a year bulk large. Wholesaler and manufacturer value a connection with him. His business yields a steady stream of profit. His banker welcomes his visits.

What is the difference between John Small and John Big? Size only, for their methods are pretty much alike. John Small's store is a 1923 model. Next year it will be a 1924 model. Small never condemns an innovation simply because it is new; nor does he rush in headlong after some untried frill. There is this everlasting similarity between Small and Big—they think and act in the terms of "two and two are four."

What an interesting, yet dismal, story those 22,000 merchants who failed last year would tell. It would be a composite of "I thought . . ." "I didn't think . . ." "That looked all right." "This seemed to be a good way . . ." "I guessed I could." "My friends thought," etc.

John Small's hardest competitor can say nothing worse of him than: "John is a good manager." Summarize it down to one thing and it is: Get the facts and use them. We are not stripping any glamour from the crown of John Big when we reveal the secret of his success. He measures every situation in his business by a yardstick. He can buy so much merchandise with so much money. He can sell it again by certain definite methods. He can foresee practically every contingency.

John Small operates the same way. He wants to stock a two week's supply of a certain brand of goods. Well and good! Now, what is a two week's supply? It may be window-screens, windlasses or essence of wintergreen. It is something that the public will buy. He can make a profit by selling it.

Small can't remember how much he sold last month or the corresponding two weeks of last year. But he can go to his sale records and see the accurate figures.

John Small is just as big as John Big. Standing beside the yardstick of success their height is the same. Both are good managers. Small and Big both have reservoirs of information about their business. It lies in their ledgers and other bookkeeping records. It is there, ready to be pumped out for them. And it comes out every day in the form of definite, usable facts. They run their business on the strength of them. There is no such thing as guess in either the Small or Big store. A guess is kicked out before it has time to get in the door.

Small is just as important to the country's good as Big.

Manage your business or your business will manage to freeze you out.

How to Prevent Fogged Windows

Merchants are often bothered and the effectiveness of their window displays is materially diminished because in certain places and under certain conditions display windows have a tendency to fog up and prevent the easy inspection of the display from the exterior of the shop. When the windows are of the boxed-in type it is a comparatively simple matter to prevent the fogging by placing a flat glass or porcelain dish which contains calcium chloride in the window.

Calcium chloride has the property of rapidly absorbing moisture from the air and as this moisture is the cause of fogging, by taking the dampness out of the window there is little left to accumulate on the glass. Temperature changes or an excessive difference in the temperature inside and out will not cause a fogging of the glass if this is done.

The contents of the dishes should be changed every few days and the moistened calcium chloride thoroughly dried, after which it can again be used.

Should show windows be open to the shop itself a thin layer of glycerine applied on the inside of the glass will not obstruct the light or be noticeable to the passerby but it will prevent vapor from being deposited in fine drops upon the surface of the glass. Not only does this vapor obscure the display in the window but there is a chance of damage if the water trickles down the glass and comes in contact with the merchandise displayed.—Merchant's Record and Show Window.

A pattern that is quite effective and popular is one which has three or four straps radiating from a central ornament over the instep, by which they are secured.

*Accounting Specialist, Burroughs Adding Machine Co.



Acclaimed by Trade and Public at C. N. E.

The display of Witch-Elk Outing and Sport Shoes at the Canadian National Exhibition was a revelation even to many members of the trade. The public in general who inspected the various lines, and among whom were athletes of all kinds, un-animously voted them the finest they had ever seen.

It was the most comprehensive display of outing and sport shoes ever shown by one manufacturer in Canada.

These are the shoes that are soon to be made at our Windsor, Ontario, plant.

Have you applied for the agency in your territory yet?

Please Write for Catalogue and Prices

WITCHELL-SHEILL COMPANY OF CANADA, LIMITED

Manufacturers of Boots, Outing and Athletic Footwear
Windsor — Ontario
Canada

Baseball
Rugby
Soccer
Tennis
Hockey
Basketball
Running
Jumping
Bowling
Golf
Boxing
Skating
Mining
Hunting
Prospecting
Fishing,
Etc., Etc.



Witch-Elk
TRADE MARK REGISTERED

Brighter Prospects in the West

Charles Owens, of the Owens-Elmes Mfg. Co., Ltd., Toronto has just returned from a selling trip in the West, which took him right through to the Coast. He brings back with him an optimistic viewpoint of the prospects in Western Canada and reports that conditions appear to have registered a distinct improvement in many parts of the country. The crop, in Alberta particularly, is very heavy, and the effects of it are being reflected a better tone in retail business. In Vancouver, also, Mr. Owens states the shoe business is quite brisk, and trade generally in good shape. He declares, too, that Vancouver is winning an enviable reputation for itself as a shoe town and that some of the other Canadian cities will have to look to their laurels if they do not wish to be left in the rear.

Regarding the situation in Winnipeg, information comes to us that the shoe business is suffering through cut-price competition which has had a tendency to lower the morale of the trade. The temptation to try and beat job lot dealers at their own game has proved too strong for even some of the best stores, with unsatisfactory results. Some of the department stores appear to have solved the problem of doing a high-class business and a bargain business at the same time, but it is a decidedly risky procedure for the average exclusive shoe store.

babies who drove her to distraction and kept her shaking her head in bewilderment.

Right in the centre of one of the windows is a huge shoe covered in black material and out of the top emerges a face very old and worried and surrounded with a frill of her black cap. Continually and automatically she sways her head backward and forward to the delight of older folk as well as passing youngsters. But best of all the delectable and many babies are tumbling over the edge and down the sides of the shoe in scurrying fashion from the huge frown on the false face. The tiny dolls are an attraction in themselves and call forth much envy from little girls who yearn over them through the glass of the window.

Together with the novelty in seizing the attention of the passers-by is a fine display of Autumn footwear on pedestals and gleaming sheaths of velvet.

Known primarily as the most attractive place for children to purchase shoes from the standpoint of a playroom and gifts on Saturday of cunning toys, the Rowland Hill Shop adds one more attraction which combines the delight of grownups with that of the children in this window feature.

"It has only been there a few days but it is a great source of interest and is a real business-getter, attracting to the goods in the window when the novelty of seeing what holds the crowd wears off," say the firm.

The Old Woman Who Lived in a Shoe Makes A Good Saleswoman

As a special novel attraction for window display during Fair week in London, Ontario, Rowland Hill, merchant in footwear, introduces to the passing world the Old Woman Who Lived in a Shoe with her many

The Season 1924 Catalogue of Tipperary Shoes for athletic and summer wear has recently been issued. It is an attractive booklet, with illustrations and full details covering the complete Tipperary range. The retailer will find it a useful reference book.



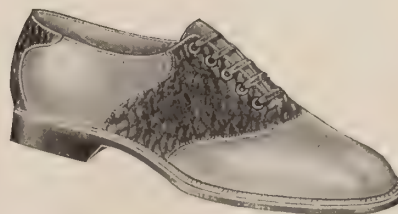
Golf oxford



Track shoe for sprinters



Golf moccasin oxford with crepe rubber sole



Ladies' golf oxford



Professional baseball shoe

Some interesting sport numbers from the Witchell-Sheill Company's line



See Our Spring Lines

We have given special attention this year to the creation of smart spring footwear for men and have succeeded in turning out what we believe is the finest line we have ever shown.

Every number is stylish, made on comfortable lasts and guaranteed to give real service.

An order now will secure big business for you next spring.

Dupont & Frere Ltd., 301 Aird Ave., Montreal
Maisonneuve

A Window Display Formula

That has been Tried out and Found Effective—If You want to Make People Stop at Your Window, Get Some Human Interest Object into it as a Centre of Attraction—And Don't Forget the Window Card.

This formula, worked out with care, will stop crowds before any store, no matter what the line of goods sold. Recently, in proof of that statement, a coal office tried it. For months, handling its window in typical manner, this business was convinced there was no way for a coal office to stop the passing crowds. Then it tried this formula. Crowds blocked the sidewalk.

The writer doesn't suggest that this formula is all there is to window display. It is only one of the phases of an elaborate art. It is not always the retailer's best move. Nevertheless, it is a mighty handy thing to know. All stores can use it with profit, at least occasionally.

As suggested, it is a formula. Do certain things, as the chemist does, and you get a definite result. The first thing to do is to obtain for the center of the window a powerful attention-getting object. One display man describes this as human interest object. The larger this is, up to a certain point, the better. If this object is associated in some way with the merchandise which will be displayed in the window, so much the more effective. An interesting display of raw materials so grouped in the center as to strike the passerby "all at once" is good. However, the connection between central object and displayed merchandise need not be close.

Several stores, for example, have borrowed large Western paintings of an artist glad to have his work publicly exhibited. These paintings show some stirring scene—an encounter with a grizzly, a bucking bronco and a tenacious cowboy—and they are large, some three feet by five feet.

Now, just almost any person catching a glimpse of such a painting in a window stops to look at it.

This is the first step—get a powerful attention-getting and interest-arousing object for the center of the window.

The next step is a window card so placed as obviously to be in association with the central object. The proper position for this may be in

front of the object, or to the right or left of it. Said a display man in reference to this card: "The space on it is the most valuable space in my window."

"When you see an interesting picture in the newspaper, you immediately look below it for a caption, which will tell you something about that picture. If there is very brief matter below it—no more than two or three reasonably short sentences—you will read everything that is said."

"Now, when you see an interesting object in a store window, you are in the same mood. Instinctively, you look about for wherewith to satisfy your curiosity. If there is a window card, and there is not too much on it, not more than two or three sentences, you will read every word. That is why I call the space on the card the most valuable space in the window. I know that any two or three sentences I put on the card I can get over to the crowd."

This window card, well developed, is an intermediate factor between the central object and either displayed merchandise or some feature of store service. Preferably, in giving something in explanation of the picture, it should lead naturally to several words relating to merchandise or service. Best of all, it should arouse interest in merchandise displayed about the window.

As a sage advertiser observed: "It doesn't matter how much you put in your window—it's what people stop and look at that counts." The big central attention-getter and interest-arouser will be a success if there is no tie-up between it and displayed merchandise. Crowds will look at it. Then they will read the card. Then a good percentage will study the displayed goods. The number studying the displayed goods is probably far higher than were not a trick device used to make people stop and look.

This plan works best when comparatively little merchandise is displayed in the window. If much is displayed, there is danger of obscuring the central object which is depended on to make the crowd pause.



Woman's Black Pointex Satin Vamp, Black Satin Fox, Black Suede Top and Strap, McKay Feather Edge, French Toe, Covered Heel Full Spanish 17/8.

Fast Selling Novelties

Dufresne and Locke Novelties are the spice that puts pep in a merchant's stock. On display, they are eye-catchers and sales-pullers. Distinction is the key-note of every model. There isn't a weak number in the entire line. They sell as they come—no hang-overs—no job lot material. Snappy designs, finest materials and beautiful workmanship—these are the qualities that have firmly established Dufresne and Locke leadership.

*How is your stock, Mr. Dealer?
Does it need brightening up with
a few leaders. See these lines.*

DUFRESNE & MONTREAL



Mens Tan Grain Calf Blucher Oxford, Plain Toe, 3 Rows
Stitched Panel, Rope Stitch Centre Row, Double Sole Good-
year Welt.

See Our New Lines

We have searched the style centres of the world for our latest models. The biggest hits from the New York style show are here. They can't fail to be big sellers for they are the most attractive line we have ever put out. The range is unusually comprehensive and dealers will find their every requirement satisfied. Dufresne and Locke Footwear has established an enviable reputation for saleability.

See our new lines of seasonable novelties and order right away. We are prepared to give fast service to buyers.

LOCKE Limited
QUEBEC

"GUTTA PERCHA" RUBBERS



AUTUMN RAINS will soon be here. Are you prepared for the regular Fall demand for "Gutta Percha" Rubbers? Have you the sizes and styles to fit all footwear.

This is the time to look over the stock and order what you need. It isn't practical to make up the shortage at the last minute. You will lose sales and disappoint customers. Have the goods when they are wanted.

Turn every inquiry into an order and keep your customers lined up, satisfied and contented—"Gutta Percha" Rubbers are the line for that and for insuring future sales.

"Quality all Through"

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast

From Your Distributor or Our Nearest Branch

PERTH



Are You?

Are you taking full advantage of the Perth In-Stock Service? All the stock lines have already proved ready sellers. Our stock service offers you an opportunity of quicker turnover — full profits — no sacrifices.

Why not send for in-stock folder today?

Perth Shoe Company, Ltd. PERTH, ONT.

Largest Manufacturers of Women's Welts Exclusively in Canada

W. S. PETTES,
Room 413, Windsor Hotel
Montreal, Que.

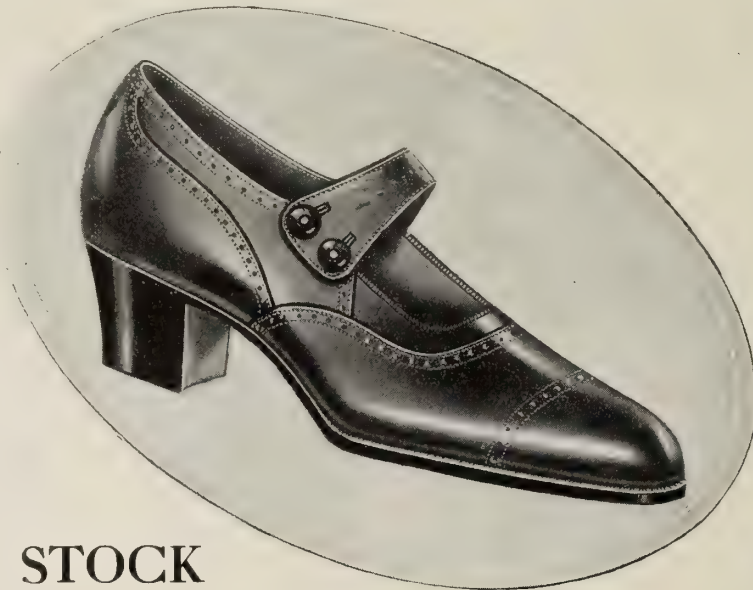
H. B. MCGEE,
Room 706, King Edward
Hotel, Toronto, Ont.

J. H. MCGEE,
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON,
511 Bower Bldg.,
Vancouver, B. C.

IN-STOCK SERVICE

IN STOCK
SERVICE



IN STOCK

No. 6005—Black kid one strap, two button, Cuban heel.

No. 6000—Same in whole quarter oxford.

Not a cheap shoe because the price is low, but a good substantial welt of exceptional value; a line which in your business you would call "a leader". These leaders also stocked in brown kid, strap and oxford.

\$3.90

Net 30 days

Net 45 days, West and Maritime

Send for in-stock folder illustrating all stock lines.

Perth Shoe Company, Limited

Perth :- Ontario

Largest Manufacturers of Women's Welts Exclusively in Canada

W. S. PETTES,
Room 413, Windsor Hotel
Montreal, Que.

H. B. McGEE,
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE,
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON,
511 Bower Bldg.,
Vancouver, B. C.

IN STOCK
SERVICE



IN STOCK

No. 6017—Patent and grey suede one strap two button slipper, cuban heel.

No. 6015—Brown calf and log cabin suede one strap two button slipper, cuban heel.

These novelty lines are in great demand at the present time, the patent and grey for semi-dress, and the rich brown and log cabin for correct street wear.

All these in-stock lines are carried in open stock, and you can order any quantity, any size or width, B, C and D.

\$4.60

Net 30 days

Net 45 days, West and Maritime

Send for in-stock folder illustrating all lines carried in stock.

Perth Shoe Company, Limited

Perth :- Ontario

Largest Manufacturers of Women's Welts Exclusively in Canada

W. S. PETTES,
Room 413, Windsor Hotel
Montreal, Que.

H. B. McGEE,
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE,
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON,
511 Bower Bldg.,
Vancouver, B. C.



Egyptian patent leather sandal, with kid collar, and front bar made in different colors. Military, Cuban or Louis heel. Immediate and spring deliveries, 1924.

Quality —and Service!

Dalaco footwear, while posing as style leaders in both men's and women's lines, can be shipped almost as quickly as in-stock staples. Many of our lines are in fact, in-stock, including some of our most stylish numbers. This, of course, is only made possible by exceptional manufacturing facilities and our desire to co-operate to the limit with our dealers.

Keep Dalaco in mind during the Fall and Winter season. And if you would like to inspect samples do not hesitate to write.

DAOUST, LALONDE & COMPANY, LIMITED

Manufacturing Plant and Showrooms:

45-49 Victoria Square

Montreal

Branch—The Metropolitan Shoe Co., 49 Victoria Square





Courtesy, Marshall Field & Co.

Cheering News from Prominent Retailers Regarding Trade Conditions

More Optimistic Tone Pervades the Trade Than for Some Time Past—Many Believe that the Tide Has at Last Turned — Bright Outlook for Fall and Winter

There appears to be little doubt that business is improving, gradually but surely, and we are pleased indeed to have words of encouragement from some representative retailers regarding trade conditions as they are reflected in their own stores.

W. H. Bartlett & Son, of Brampton, Ont., write in a very optimistic strain:

"Yes, we see **great big footprints** in the sands—that the shoe trade has made the turning point and that we are on the way to do a much greater fall trade than we have enjoyed for some time. And the Lord only knows how badly the shoe trade needed the turn."

Says Rowland Hill, of London, Ont.:

"We are pleased to report that business is very decidedly on the increase and most satisfactory. Fall trade is opening up much earlier than last year and there is every indication that we will have a big season's business."

"As we look back over the year 1923 we find with us that the early months of the year were not quite as good as the previous year but the increase started with the spring trade and has been developing ever since, till now we feel that business conditions are very satisfactory and we are most optimistic over the future. The way business is coming and will continue to come will give us a record year."

From Dacks, Limited, of Toronto, comes this cheering news:

"As regards our own business, we have nothing whatever to complain of in regard to volume of sales. Our records show an increase over the same period last year and judging by the present month there is every indication of a splendid fall and winter trade, and we sincerely trust that this condition will obtain throughout all branches of the trade."

Mr. H. Grey Hodges, of Chatham, Ont., States:

"September so far, is holding up in sales closer to a year ago than most any other month this year, and

we are in the midst of an agricultural centre that has been hit harder this last year or so because of large tobacco crops that never sold, except at a big loss."

We, also, have a letter from Mr. G. Garfield Wray, manager of the Yale store in Regina, in which he warns us at the outset to be prepared for bad news. However, we are quite pleasantly disappointed to find that the news is not nearly so bad as we expected, and indeed as good as we had any reason to hope for. Here it is:

"You say you would like to be able to give some cheering news to the trade. So would we, but I fancy the following impressions will hardly qualify under that Caption. The thoughts are sincere, however, and sometimes even if the news is not cheering but has the ring of sincerity and is based on fact it gets a better reception than something framed up to tingle the ear."

"Now your estimate of wheat crop is too high by an hundred million bushels, for three hundred and seventy million bushels appears to be nearer the figure, according to reports of various sources of information, and gained from actual threshing results in various sections of the West, and even at that we have a good crop with promise of a fair price, but what does that mean to mercantile interests groaning under overhead that is sapping all the vitality out of business, and combined with the tremendous loss inflicted on the retailer by the ridiculously rapid style changes you have a condition that does not give much promise of prosperity to the merchant."

"It is true that when this big crop is thrashed and marketed the West will liquidate much of its debt, and in some sections there will be a little surplus, but generally speaking, the intense economy that has gripped our people, will have to maintain for another year with very little promise of profit, and it is right that it should be so, for permanent prosperity can-

The Superiority of
"Canadian"
Stitchdowns

has raised the Standard of
this Type of Shoe



All Popular Leathers and Colors

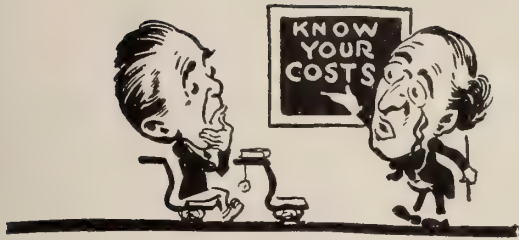
In looking for sale-increasing values,
the farsighted buyer owes it to him-
self to carefully examine our lines,
because they are vastly superior and
very moderately priced.

Canadian Stitchdown Co.

287 Aird Ave.

Montreal

Operating Expenses in Retail Shoe Stores



Compare Your Own Figures with the Average Figures Quoted in the Article Below for the Year 1922—They Form an Invaluable Standard of Comparison by Which to Gauge the Status of Your Business

Bulletin No. 36 of the Bureau of Business Research, Harvard University, dealing with "Operating Expenses in Retail Stores in 1922," has recently been issued. This is a publication that shoemen look forward to with interest, for it provides them with a standard of comparison in regard to the costs of doing business that is very valuable.

The figures for 1922, based on reports from 421 retail shoe firms scattered throughout the United States and Canada, are of particular significance as they show the slowness of the retail shoe trade to readjust itself on a profitable basis following the pronounced maladjustments occasioned by the price movements of 1920 and 1921.

Neither Profit nor Loss

Briefly stated, the salient facts brought to light by these reports for 1922 are as follows: The typical shoe store showed neither a profit nor a loss; the total expense of 28.1% of net sales was exactly equal to the gross margin. This means that of each \$1,000 of sales for these firms, \$719 on the average was required to cover the cost of merchandise sold, leaving a gross margin of \$281, which was entirely used up in meeting the total cost of doing business, leaving the average shoe retailer as a net result, neither a profit nor a loss. For two hundred and thirty-two firms that submitted fully comparable statements for

both 1921 and 1922, the aggregate volume of sales showed a decrease of 8.3% from \$34,979,000 in 1921 to \$32,094,000 in 1922. For these identical firms, the typical figure for gross margin increased from \$262 of each \$1,000 of net sales in 1921 to \$282 of each \$1,000 in 1922, and the total expense increased from \$275 of each \$1,000 of net sales in 1921 to \$283 in 1922.

The reports received from the 421 retailer shoe firms for 1922 were divided into five groups according to volume of sales. Group A included one hundred and one firms with sales less than \$30,000 annually. Group B, one hundred and two firms with sales between \$30,000 and \$49,000; Group C, one hundred and five firms with sales between \$50,000 and \$99,000; Group D, sixty-seven firms with sales between \$100,000 and \$249,000; Group E, forty-six firms with sales of \$250,000 and over.

In order to afford opportunity for comparison of operating expenses in 1922 between retail shoe firms of different sizes, the accompanying table (No. 1) is reproduced, which shows common figures in percentages of net sales for each of the five groups, A, B, C, D and E. The retailer will find it very instructive and helpful to compare his own figures with the common figure for the group in which his business as well as those of the other groups.

TABLE 1
Operating Expenses in Retail Shoe Stores in 1922 According To Volume of Sales

	Net Sales less than \$30 000	B \$39,000- \$49,000	C \$50,000- \$99,000	D \$100,000- \$249,000	E \$250,000 and over
Number of Firms	101	102	105	67	46
Wages of Salesforce	11.1%	10.5%	10.7%	9.9%	9.6%
Advertising	1.6	2.1	2.2	2.8	3.8
Wrappings and Other Selling	0.2	0.2	0.2	0.2	0.4
Total Selling	12.9	12.8	13.1	12.9	13.8
Delivery	0.0	0.0	0.0	0.1	0.5
Buying, Management, and Office Salaries	4.0	3.9	4.3	4.9	6.1
Office Supplies, Postage, and other Management	0.4	0.4	0.3	0.5	0.6
Total Buying and Management	4.4	4.3	4.6	5.4	6.7
Rent	3.3	2.9	3.0	3.9	3.9
Heat, Light, and Power	0.8	0.6	0.7	0.5	0.7
Taxes (except on buildings and income)	0.8	0.7	0.6	0.6	0.6
Insurance (except on buildings)	0.6	0.6	0.5	0.5	0.4
Repairs of Store Equipment	0.1	0.1	0.2	0.2	0.3
Depreciation of Store Equipment	0.4	0.3	0.4	0.4	0.5
Total Interest	3.9	3.4	2.9	2.7	2.1
Total Fixed Charges and Upkeep	9.9	8.6	8.3	8.8	8.5
Miscellaneous	0.8	1.0	1.1	1.1	1.6
Losses from Bad Debts	0.3	0.3	0.2	0.2	0.1
Total Expense	28.3	27.0	27.3	28.5	31.2
Gross Margin	25.4	26.9	28.7	29.6	32.7
Net Profit	2.9	0.1	1.4	1.1	1.5
Stock-turn (times a year)	1.4	1.6	1.8	1.9	2.5

COLDPROOF

FELTS

for Men, Women and Children, Indoor and Outdoor Wear

GREAT WEST "Coldproof" Felts have no equal for all-round service and satisfaction. They are warmer and wear longer than any other felt footwear on the market. This is because they are a specialized product.

Made from Our Own Felts

These felts are manufactured by the most modern methods known right in our own factory and are superior in every way. Quality materials are thus combined with the finest workmanship to produce felt footwear of unusual merit.



Carried by Leading Jobbers

Place your order now and get them in stock for the cold weather. You will find that Great West "Coldproofs" open up many profitable accounts for your store. If your jobber cannot supply you, write us for the address of one who can.

THE GREAT WEST FELT CO., LIMITED
ELMIRA, ONT.

TABLE 2
Operating Expenses in Retail Shoe Stores in 1922 According to Rate of Stock-turn
Net Sales=100%

Number of Firms	Stock-turn less than 1.4 times	1.4-1.7 times	1.8-2.1 times	2.2-times and over
	107	113	80	119
Wages of Salesforce	11.5%	10.5%	10.1%	9.8%
Total Selling	13.9	12.8	12.9	12.4
Buying, management, and Office Salaries	4.4	4.7	4.0	4.3
Total Buying and Management	4.7	5.0	4.5	4.9
Rent	3.4	3.4	3.1	3.3
Total Interest	4.4	3.3	2.6	2.0
Total Fixed Charges and Upkeep	10.6	9.7	7.9	7.3
Total Expense	30.1	29.2	27.0	26.0
Gross Margin	26.7	27.6	28.0	29.9
Net Profit or Loss	Loss 3.4	Loss 1.6	Profit 1.0	Profit 3.9

As in previous years, the firms with a small volume of sales showed the highest common figure for wages of salesforce, the percentage of salesforce expense tending to decline as the volume of sales increased. Advertising expense, on the other hand, increased steadily in percentage of net sales as the volume of sales increased. As a result, the firms in Group E, although they had the lowest common figure for wages of salesforce, had the highest common figure for total selling expense.

Buying, management, and office salaries likewise were higher in percentage of sales for the firms with a large volume of business than for the firms with a small volume.

In the case of rent, the lowest common figures appeared in Groups B and C, shoe stores with sales between \$30,000 and \$99,000. At both ends of the volume scale the common figures for rent in percentage of net sales were higher.

Total interest was highest in percentage of sales for firms with a small volume, and lowest for the firms in Group E, with sales of \$250,000 and over. This expense item varied inversely with the rate of stock-turn in these volume groups.

Total expense was highest for the large firms, but the intermediate Groups B and C showed a lower common figure for total expense than the firms in Group A, with sales less than \$30,000. In Group A, higher fixed charges were mainly responsible for the relatively large common figure for total expense, whereas in Group B, lower fixed charges together with relatively low selling and management expense combined to produce the lowest common figure for total expense shown by any volume group, 27% of net sales.

Gross margin increased steadily in percentage of net sales as the volume increased, the lowest common figure, 25.4%, appearing in Group A, and the highest common figure, 32.7%, in Group E. Correspondingly, the largest common figure for net loss, 2.9% of net sales, was shown by Group A, whereas the largest average net profit, 1.5% of net sales, was shown for the firms in Group E.

The average rate of stock-turn increased steadily from 1.4 times in Group A to 2.5 times in Group E. The effect of the rate of stock-turn on certain items of expense frequently has been pointed out; apparently in 1922 the rate of stock-turn had some bearing on the percentage of gross margin secured.

For the purpose of bringing out clearly the effect of the rate of stock-turn on expenses and profits, the reports were also classified to the rate of stock-turn. There were one hundred and seven shoe firms whose rate of stock-turn in 1922 was less than 1.4 times; one hundred and thirteen that turned their stock between 1.4 and 1.7 times; eighty that turned their stock

between 1.8 and 2.1 times; and one hundred and nineteen firms that succeeded in turning their stock 2.2 times or over in 1922. For each of these four groups, common figures in percentages of net sales were worked out for the major items of expense and for gross margin and net profit. The results of these tabulations are shown in the second table.

How Turn-Over Affects Profits

For the one hundred and seven firms that turned their stock less than 1.4 times in 1922, the common figure for total expense was 30.1%, the common figure for gross margin, 26.7%, and the average result of the year's operations, a net loss of 3.4%. On the other hand, for the one hundred and nineteen firms that turned their stock 2.2 times or over in 1922, the common figure for total expense was 26%, the common figure for gross margin, 29.9%, and the average net profit, 3.9%. In other words a retail shoe firm with net sales of \$50,000 and a rate of stock-turns less than 1.4 times in 1922 had, on the average, a total expense of \$15,500, a gross margin of \$13,350, and a net loss of \$1,700; whereas another retail shoe firm also with net sales of \$50,000, but with a stock-turn of 2.2 times or over in 1922, had, on the average, a total expense of \$13,000, a gross margin of \$14,950, and a net profit of \$1,950. Thus firms with a rapid rate of stock-turn in 1922 benefited not only by relatively lower expenses, but also by a relatively higher gross margin.

The largest difference in expense was in total interest, which was 4.4% of net sales for the firms that turned their stock less than 1.4 times in 1922, as compared with 2% for firms turning their stock 2.2 times or more. Wages of salesforce also tended to decrease in ratio to net sales as the rapidity of stock-turn increased. This presumably is not attributable to any direct effect of the rate of stock-turn upon this item of expense, but rather indicates that firms which had found methods of achieving a high rate of stock-turn also had been successful in serving a large number of customers without a proportionate increase in salesforce. It is possible, however, that in some of these stores better buying made selling easier.

The common figure for net volume of sales for the one hundred and seven firms with stock-turn less than 1.4 times in 1922 was \$33,000. For the firms with stock-turn between 1.4 and 1.7 times, the typical figure for volume of sales was \$45,000; for those with stock-turn between 1.8 and 2.1 times, \$52,000; and for the one hundred and nineteen firms with stock-turn of 2.2 times and over in 1922, the typical net sales figure was \$104,000. Although these figures might be taken to indicate that shoe firms with a relatively large sales volume have less difficulty in achieving a rapid rate of stock-turn than those whose net sales

NORFOLK TILLSONBURG

**For
Men,
Boys, Youths
and Lads**

THE Tillsonburg Staple has built up its nation-wide sale by a strict policy of incorporating the finest procurable materials with the best of workmanship. The result is that the Tillsonburg is perhaps the greatest value-giving staple on the Canadian market today.

If you want the kind of shoe that brings "repeat" business try the Tillsonburg.

THE TILLSONBURG SHOE CO.

Limited

Tillsonburg,

Ontario

L. C. Van Geel,
General Manager



**The
Norfolk
Shoe**

THE new plant of the Norfolk Shoe Co., Ltd., is now in operation, turning out a superior line of high grade staples at 1924 prices. These shoes for Women, Misses, Children, Boys, Youths and Lads are being made on new and up-to-date lasts in Calf, Box Kip and Pebble leathers. They prove the theory that staple shoes can be made attractive and comfortable as well as durable

*Samples will be gladly forwarded
for your inspection.*

THE NORFOLK SHOE CO.

Limited

Tillsonburg,

Ontario

L. C. Van Geel,
General Manager

are not so large, it is fully as reasonable to suppose that a rapid rate of stock-turn is a cause rather than a result of large sales volume. Furthermore, twenty-six of the one hundred nineteen shoe firms that turned their stock 2.2 times or more in 1922 had net sales less than \$50,000, and, as previously stated, the firm that showed the highest rate of stock-turn in 1922—6.3 times—had a net sales volume less than \$40,000. Evidently the small shoe store with a relatively fast rate of stock-turn has little to fear from larger competitors.

The Situation in the British Shoe and Leather Market

In the course of a recent interview, Mr. F. W. Field, His Majesty's Trade Commissioner in Toronto, briefly outlined the situation in the British Shoe and Leather market for "Footwear," from information furnished by his head office in London, the Department of Overseas Trade.

His statement follows:—

"The general situation of the leather industry has undergone no change worthy of note during the past month. From the majority of quotations for various types of leather it is apparent that at the present time there is continuity of the stability of prices established some little time back. The demand for the cheaper grades of both sole and upper leather is maintained.

"It is interesting to note that prominent displays of crepe rubber soled footwear are being made all over the country. In order to make known the advantages

of crepe rubber the Rubber Growers' Association have launched a most comprehensive publicity campaign and efforts are being made to popularize this type of footwear, not only for sports shoes, but also for walking footwear. The latest development is a type of sole which has been patented and which the inventors claim will not slip on any pavement. If successful, this would overcome one of the chief difficulties in the way of the material being adopted for town wear.

"The general tone of the reports received from the different footwear centres appears to be quite optimistic, and a satisfactory amount of business has been transacted during recent months.

"There was a good demand in the home market for summer footwear, and this has enabled retailers and wholesalers to clear a considerable proportion of their stocks, and in some cases it has been reported that repeat orders have been received by manufacturers."

Small Shoe Co., Quebec City, Reorganized

Since the fire of August 7th this company have completely reorganized and are now in a position to supply trade requirements. The fire was a severe set-back to this firm, as they had all samples ready for the trade, but owing to the damage done it was necessary to cancel all arrangements until the machinery was replaced and other extensive damage repaired. However, we are now assured that this plant is in full working order and that the trade can be supplied in the regular time.



The Hartt Boot & Shoe Co., Ltd., had a very fine exhibit at the recent Fair in St. John, N. B.



ECLIPSE Juveniles

A Short Cut to the Family Trade

Get the children's trade in your community and you win the entire family. You can do it with Kewpie Kewps—those flexible soft-soled leather shoes that give the kiddies' feet a chance to grow naturally. Parents are learning their health value, and the extra wear they give. This shoe is not an experiment having been installed in the stocks of many of the shrewdest merchants and buyers in the country. Infants' sizes 2-5 are made with Chrome Tanned Elk Sole. Larger sizes with regular

high grade Oak Sole Tannage.

Then there are Eclipse Juveniles—well known to dealers and general favorites with both trade and public.

These two lines will bring you in big business, Mr. Merchant. Place a trial order, today.

THE GALT SHOE MFG. COMPANY LTD., Galt Ont.



Kewpie Kewps for Kiddies

Process fully Protected
by patent.



Shoes for Growing Girls, Little Gents, Misses, Children and Infants

Cheering News from Prominent Retailers

(Continued from page 41)

not come until the accumulated debt of this West is cleaned up. Of course I know this is a purely local view I have given.

"To my mind the greatest contribution manufacturers can make to re-establish confidence and a more healthy state in retail merchandising, is to vise their

accounts more closely still, and eliminate the unfair dealer, who in the end proves a loss to the manufacturer and a continued thorn in the flesh to established merchants conducting business along ethical lines. With this menace removed, and some understanding reached whereby this infernal rapid style change is materially reduced, then, and then only, can we retailers take on a more cheerful attitude."

Some Interesting Selections in Men's Oxfords

Men's Oxford shown by C. H. Alden Co.



Men's Oxford shown by Murray Shoe Co.



This Oxford by Dupont & Frere shows snappy lines



Men's heavy brogue Oxford shown by John Ritchie Co.



The Shoes of A. A. Cote & Son Ltd. Sell Well in All Seasons

Varying styles and changing seasons have no effect on the sale of A. A. Cote & Son Ltd. Shoes. They sell well in all seasons, for their neat appearance and sturdy wearing qualities win recognition from every buyer. Conservative, yet good-looking, well-built, comfortable and strong—these are the qualities which the vast majority of customers demand in footwear, and they are the qualities in which A. A. Cote & Son Ltd. Shoes excel.

We have a complete range of McKAYS and STANDARD SCREW, now including WOMEN'S and MISSES' LINES, as well as MEN'S, BOYS', YOUTHS', LITTLE GENTS' and CHILDREN'S.

A. A. COTE & SON LIMITED

ST. HYACINTHE

— QUEBEC

And Then Another Customer Walked Out!

The Story of a "Know-it-all" Saleswoman Who Jumped to the Conclusion that a Prospect was Merely a "Shopper" and Turned Down a Nice Juicy Order

By K. M.

Miss Post's mind was a fixture and her manner toward customers knew neither variability nor shadow of turning. For her the whole psychology of selling was reduced to a straight line; this same straight line eventually formed a circle—and the circle imprisoned Miss Post.

Why, just let her clap her gimlet eye on a prospective customer and she could tell you, in a lightening-flash, the illuminating and awful truth—whether the customer came in with the unworthy purpose of just nosing around and wasting one's time and wearing out one's patience, or to take a straight-away, gimme-quick, buy. Those belonging to the latter class were the only ones tolerated by Miss Post; all others were shown the frigid elbow. There were no peopled to-morrows, full of hidden possibilities, on her sales calendar.

"B'lieve me," she would afterward confide to her sales associate, the anaemic and long-suffering Harrod, "they don't put nothin' over your little sister. I know 'em all.

"Now, that there dame with the jade earrings who just walked out. You seen her. She came in and sat down like she was making a a leisure call. Said she would like to be shown 'samples of our line of boys' footwear for the coming season.' Nothin' definite a-tall."

Miss Post sniffed contemptuously.

"Well, your little sister knows how to boost the likes of her over the garden wall, you betcha!"

Harrod grunted feebly. By way of a mute

protest, he flicked out a lemon-colored handkerchief and jabbed viciously at a floating atom of dust as it went dancing along on a stray sunbeam. Miss Post's personality was having a deadly effect on the sensitive Harrod—inwardly he felt at times that he was becoming a monster and would soon qualify for a baby-killing!

A little later, the noon whistles shrieked out their unsynchronized iron song, and Miss Post, rigidly frocked and hatted, passed promptly through the door, giving it a spiteful little bang as she went.

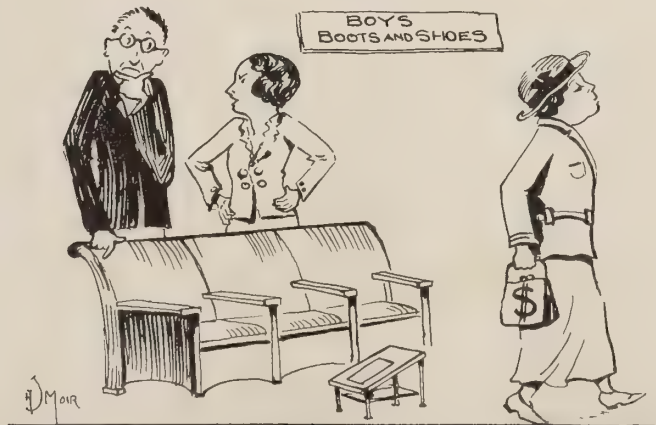
Harrod stood gazing gloomily after her through the wide glass panel, his long, thin fingers nervously clasping and unclasping behind his back.

Suddenly, a cherry-faced young man flashed by. It was Bob Seller of a rival firm in the same block. As he spied Harrod's doleful countenance, he stepped back and entered breezily.

"Say, old man," he enthused, "I've just landed a corker! Two hundred pairs of boys' best for Oldham College. The Matron came in—there she goes now," and his voice suddenly dropped to a whisper.

Harrod gasped weakly. It was Miss Post's customer of the jade earrings.

When the lady entered her car, parked nearby, Bob Seller gave his gloomy friend a parting slap on the back and breezed happily out to lunch.





Luscot has a charm of appearance and material that wins the admiration of thousands of women—an admiration that quickly becomes an impulse to buy.

Ask your jobber for Luscot Hosiery. It's standard with many buyers.

Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

Hosiery, Buckles and Gloves Are Strong Features with Prominent New York Footwear Establishment

Hanan & Son make quite a strong feature of the hosiery and accessories departments in their various stores. The illustration reproduced shows the department devoted to these goods in their store at the corner of Fifth Avenue and Forty-third Street, New York. It will be noted that gloves occupy a prominent place in the display. This is a comparatively recent innovation with the firm. They have been handling gloves for two or three seasons and are well satisfied with the results thus far, though they do not care as yet to make any definite statement as to the place of a glove section in a shoe store.

The reason for introducing gloves is obvious enough. The average woman inclines to buy gloves and hose at the same place and time, and Hanan's add the gloves, as a means of making their service more complete, as well as, of course, making a profit out of the line. Obviously, too, when a woman is securing her requirements in shoes and hosiery for evening wear, it is most convenient to select gloves to match then and there.

The showcase given over to buckles and ornaments will immediately catch the eye. It may be pointed out that the women's department in this

store is on the second floor, and the show cases confront the customer just as she steps off the elevator. Hanan's state that buckles are extremely profitable merchandise, and it is their policy to always feature some lines of shoes in which the use of these ornaments is desirable or necessary. It means an extra sale, with very little extra time or effort.

Silk-Plaited Hose a New Feature

In their women's hosiery, Hanan's were showing the latest shades in chiffon stockings. These tend toward the nude tones for wear with black slippers. "Golden Dawn," "Sunset," and "Moonlight," are names suggestive of some of the most popular sellers. Chiffon still leads, but Hanan's were also featuring a new line, called "silk-plaited." This is a silk hose backed with lisle and is shown in very pretty color combination effects, the silk being in one shade and the lisle in another. Thus one sees a biege stocking with an emerald undertone gleaming through the silk, cordo with a tan undertone, grey with blue, black with white, etc. Wool and silk and wool hose were entirely in the background, and Hanan's anticipate that even when the cold weather comes, the silk-plaited type will hold the field. It is a fairly heavy stocking with considerable warmth in it, and the fashionable New Yorker evidently does not favor the still weightier and warmer varieties this season.

In the men's department, also, socks are quite

(Continued on page 57)



Accessories Section occupies a prominent location in the women's department of Hanan's store at Fifth Avenue and Forty-Third Street



“The Shoe with the Mileage” is on the market for Fall and Winter business. Retailers who have sold it are delighted at the opportunity of handling it again.

Same high quality of materials and workmanship.

Manufactured under license by

The Talbot Shoe Co. Ltd.

St. Thomas, Ont.

There is Genuine Satisfaction in Selling

THE ARCH PRESERVER SHOE

The Man's Shoe with a Real Chassis

No comebacks when you sell the man's shoe with a real chassis. Just a straight clean-cut sale, profitable to you and satisfactory to the customer.

There is no other shoe, quite like the Arch Preserver, never has been, and never will be. Everything that men demand in their shoe problems has been built right into Arch Preservers—Style, Comfort, Wear and above all Foot Health. Men who buy Arch Preservers now, are coming back again for the next pair. Serve your customers with the shoes they want—Arch Preservers.



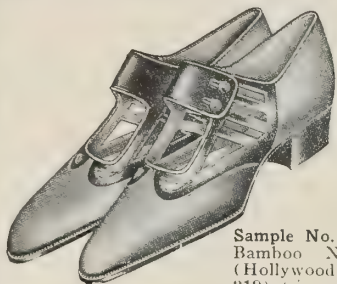
This Trade-Mark is found on the sole and lining of every genuine Arch Preserver Shoe. There are seven patents embodied in Arch Preserver Shoe construction. These are vested solely with E. T. Wright & Company, Inc., Rockland, Massachusetts, for the making of men's and boys' shoes, and with The Selby Shoe Company, Portsmouth, Ohio, for the making of women's and misses' shoes.

Made in Canada by

The Talbot Shoe Co. Ltd.

St. Thomas, Ont.

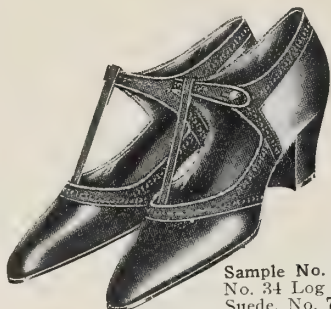
under special license from E. T. Wright & Co. Inc.



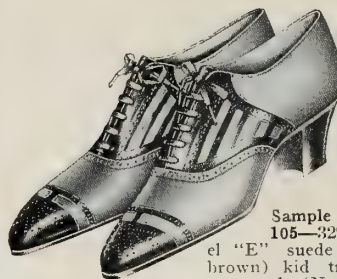
Sample No. 106—
Bamboo Nubuck
(Hollywood model
319) trimmed No.
18 Tan Calf, 353 last, no tip, regular
leather heel\$6.40



Sample No. 101—
All Patent Two-
Strap, 316 model,
363 last, Lite-Welt, 1344 heel, wood cov-
ered\$6.15



Sample No. 102—
No. 34 Log Cabin
Suede, No. 78 Kid
trim, 317 model, 363 last, Lite-Welt, 1344
covered heel \$8.15 Sample No. 103—Same
in Black Satin, Suede trimmed\$6.25



Sample No.
105—321 Mod-
el "E" suede (dark
brown) kid trimmed
to match (New Cas-
tle), 339 last, 513
leather heel\$7.65
Sample No. 104—Same in black Suede,
patent trim, ...\$6.85



Some of the New Styles in
THE
**ARCH PRESERVER
SHOE**
In-Stock Department

FOR the benefit of Arch Preserver Shoe dealers we maintain an "In-Stock Department" carrying 16 styles in widths from AAA to E. With but a small investment our dealers are able to satisfy every requirement as to style, catering to the merest whims of buyers. Here are four models to give an idea of the complete assortment of smart styles available for immediate shipment to our dealers.

THE SELBY SHOE COMPANY
Portsmouth, Ohio

Hosiery, Buckles and Gloves

(Continued from page 53)

prominently displayed and sell freely. Many novelty lines are shown. For instance, one sees dark grey socks shot with red or green and also carrying a striped pattern. Then there are checkerboard and polka dot patterns on shot backgrounds in silk and wool varieties. Cashmere socks in a sand color with a checkerboard pattern in gold and blue was another interesting line.

Hanan's look upon hosiery as one of their most profitable lines and give their salespeople P.M.'s for every sale of this merchandise which results from their suggestions. The management state that there is no trouble in the way of sales being forced on customers, because it is made quite plain to the staff that that is entirely contrary to the firm's policy and that there is no place for salespeople who are not governed accordingly.

Japanese Disaster Affects Silk Prices

There seems to be pretty general agreement among manufacturing interests that the price of silk goods must inevitably advance as a result of the Japanese disaster, but considerable uncertainty prevails as to the extent of the increases and the manner in which they will be received by distributors and the consuming public. So far, it is reported, the buying policy of retailers and jobbers has not been affected to any degree. There has been no excitement whatever among the buyers. While the usual quantities of silk hosiery has been passing over the counter and must necessarily have depleted light stocks, the executives of three large mills selling to retailers stated recently that they had received no more than passing inquiry in relation to future deliveries and prices, and one did not have a single question from its thousands of customers. Furthermore, salesmen on the road calling on the trade, it was stated at the mills, did not take orders for unusual quantities.

With the market in its present condition, it seems not improbable that manufacturers with no reputation to sustain may resort to the cheapening of product which sometimes occurs in a rising market in which advances are being resisted.

Women's Hosiery Should be Sold by a Woman

"To put over a hosiery department in the shoe store it is imperative that the department be in charge of a young woman," says a successful shoe merchant. "Women do not like to buy hose from men and the retailer who tries to handle his department in opposition to this fact will find it an uphill job and one almost if not quite impossible to accomplish.

"A woman can talk hosiery to another woman in what I might call feminine language. What I mean is she has the same viewpoint as her customer and accordingly is better able to answer questions, meet possible objections and close a sale. In our hosiery department we always try, and usually with success, to sell the customer two pairs of hose. This done, the hosiery saleswoman suggests that the purchase of a third pair will entitle the purchaser to the box price or, in other words, her third pair, providing her purchase is of hose selling at \$2.10 or over, will cost her an even fifty cents less than its regular price. Eight

women out of ten will buy this third pair for the sake of the saving. The three pairs need not be of the same hose. In fact, all three may be different providing each comes above the minimum price of \$2.10. This box price suggestion does wonders in increasing the volume of our hosiery sales."—Shoe Retailer.

Cut Steel Buckles to Match Cut Steel Earrings

To successfully emulate the smart French woman, says Saks & Co., one must have at least one pair of cut steel earrings, preferably looped. With these one may wear a wristlet of cut steel and large, square, topaz colored stones. Round one's neck a French sautoir of cut steel should hang, cunningly "jointed" so that each part swings separately from the others. On a favorite opera pump a buckle of cut steel, studded with oblong, opalescent stones, should be worn. So much for cut steel.

Latest Shades in Chiffon Goods Shown by Owens-Elmes, Ltd.

A visit to Owen-Elmes, Ltd., store on Yonge Street, Toronto, discovers the latest things in chiffon hosiery. Miss Patterson, who has charge of the department, recently made a trip to New York, bringing back the Season's newest ideas. Chiffon is the feature and has crowded out Italian silk entirely. The stockings are almost gossamer in texture and are shown in a number of delightful shades intended for wear with the prevalent black slipper and the Autumn shades of suede. Taupe, logcabin, nude, atmosphere, gunmetal, covers the range fairly well, though of course there are all kinds of delicate variations within range and a multitude of fancy names which retailers and manufacturers have adopted in order to give their goods an air of distinctiveness. Hosiery in these shades combines in a most pleasing way with black footwear, particularly satin slippers.

Very little in the way of fancy effects is shown with the exception of open-work clocks, which are in a variety of dainty patterns, not very pronounced.



Classic Misses' Oxford

You Can Risk Your Reputation on
Amherst Shoes—

**They're
Solid**



Every Amherst Shoe has the reputation and experience gained in fifty-seven years of shoe-making behind it. They are "solid" in every way—solid leather, solid value and give solid satisfaction. Quality has never been sacrificed for faddish styles. Workmanship has never been lowered to beat a price. Amherst Shoes have built their reputation on real merit—values that win recognition through comparison, that bring in business because of the service they give.

Play safe! Stick to

**AMHERST
SOLID SHOES
and STAPLES**

We are prepared to give an unexcelled service to the retail trade. Stocks are kept and deliveries will be made immediately on receipt of order from Amherst, Halifax or Regina.

Samples and prices on request

Amherst Boot & Shoe Co., Ltd.

Amherst

Halifax

Regina



With the Editor



"Canadians, the Best-Shod People in the World"

Any man, any organization, or any industry is the better for an ideal. And it is also helpful to have that ideal expressed and set before one in definite terms. The slogan with which this article is headed may undoubtedly be taken as the ideal to which the Canadian footwear industry has been, and is, striving, but we do not think it has been stated before in so many words.

Is it not a slogan worth adopting? Its realization represents at once the highest service to the Canadian public and the greatest gain to the Canadian shoe industry. It reminds us that while we are making our living out of the manufacture and sale of shoes and competing with one another for business, there is one common aim which creates a bond of unity throughout the industry.

We would like to hear from our readers as to how this slogan appeals to them or whether they have anything better to suggest.

Think it over, "Canadians, the Best-Shod People in the World!"

The Art of Losing

Said a well-known sales manager in conversation with "Footwear in Canada" recently:

"The art of losing is, perhaps, one of the most difficult the salesman has to learn. We can all win cheerfully. If we have the goods the customer wants and with which we know she will be satisfied when she gets home, then it's all very easy. But it's when one can't satisfy her that his salesmanship is put to the highest test. Then it is that he shows his skill, or the reverse, in losing. Of course a salesman of the high-powered type may talk the customer into buying something she doesn't like, and imagine that he has actually won. He has won a sale, sure enough, and lost the chance to make a customer.

"But suppose one does allow the prospect to leave the store without buying, that is certainly nothing to congratulate oneself about, unless he has sent her away in the proper mood. There are two mistakes that are frequently made. One is when the salesman exerts himself to the limit to sell the customer and

shows his disappointment and annoyance when he fails. His prospect will share the annoyance and probably never enter the store again. Then there is the other extreme, in which the salesman puts so little force and personality into his sales' efforts that the customer leaves the store entirely unimpressed and probably forgets the incident entirely.

"The true salesman avoids both extremes. It does not take him long to determine whether or not he is in a position to satisfy the customer's needs, and when he sees it is impossible he does not weary her with an endless quantity of merchandise quite unsuited to her requirements. Nor does he make it so difficult for the customer to get away that she is sorry she came. On the contrary she will find him so full of interesting ideas and suggestions regarding matters pertaining to footwear that she will consider the time well spent even though he is unable to supply her with just what she is looking for. And she leaves the store, she will be sorry she has to do so without buying—for she will say to herself, 'that salesman was so courteous, helpful and intelligent, I wish I could have bought from him—but I'll surely go there again.'

"Thus it is that one wins by losing gracefully—a difficult art, but one well worth cultivating."

Poor Policy to Encourage "Rages"

It used to be the policy of both manufacturers and retailers when they picked a winning style to feature it for all it was worth and get the greatest possible number sold in the shortest possible time. Many, however, are beginning to see that this policy has decided disadvantages. Styles originate with the exclusive houses and are to-day imitated with amazing rapidity by concerns handling the cheaper grades. Everything that appears to make a hit with the "four hundred" sees its replica presented to the "four hundred thousand" in short order. The result of course is that the high grade house finds its featured designs killed almost before they have time to place them on the market.

As a consequence of this condition, stylists are now playing their cards more carefully and are seeking to avoid, rather than to create, "rages." They husband their best styles and don't attempt to concentrate attention exclusively on any one feature.

ANNOUNCEMENT



THE Victoria Shoe Company, Galt, Ontario, desire to announce that they are now in production on a new line of Women's shoes in Welts and NEW UNIFLEX PROCESS.

Merchants are earnestly advised to withhold their Fall and Winter orders until they have had the opportunity of

examining these lines. Our ambition is to submit for your approval, the most attractive line of women's footwear at popular prices ever shown in this country.

Salesmen

Western Provinces:

Geo. P. Fry,
W. A. MacDonald

Western Ontario:

L. S. Walden

Toronto, Montreal and

Eastern Ontario:

Elmer Knott

Maritime Provinces:

W. A. Kearney

Look for our traveller

Victoria Shoe Company

Galt - Ontario

Women's Welts and Uniflex Process

Sky-rocket merchandising results in losses when the flash is over which more than counterbalance the gains made on the upward flare.

Use Your Influence to Preserve Integrity of Advertising

"Do you permit the effectiveness of your ads to be impaired by the 'fakey' ads which newspaper publishers too often place close to your publicity? Do you really like to see your name and reputation put on a level with those of concerns which live by deceiving the public?"

This pertinent query, made by a contemporary, deserves the consideration of all reputable merchants. In nearly every community are to be found dealers of the fakir type, who not only "do" those that buy goods from them, but also injure the prestige of retail business as a whole and, in particular, reduce the pulling power of legitimate advertising. If merchants of high standing would refuse to permit advertising to be published in proximity to that of such irresponsible dealers, it would not only be of advantage to themselves but would help to convince newspaper proprietors that the solicitation, or acceptance,

of this undesirable type of publicity impairs the value of their publications as advertising mediums.

Facing the Facts of the Retail Situation

It is not so much through their lack of knowledge of what are safe and proper business policies as through their lack of initiative in putting those policies into effect that retail merchants lose money and fail. Most merchants, to-day, understand the value, and the necessity, of advertising. They know that attractively-dressed windows and well-arranged interiors are business-pulling mediums that it is foolhardy to neglect. They know, too, that it's hopeless to try and hold the public interest in a store unless the goods the public wants are actually stocked in that store and can be seen in pleasing surroundings by the prospective customer. And they have surely learned that people turn to the merchant who knows his business and can give them trustworthy advice and suggestions regarding the merchandise which they buy from him.

Yet for all their realization of these facts, how many merchants there are who fail to act upon it.

National Shoe Week a Gratifying Success

The President of the National Shoe Retailers' Association Expresses His Appreciation of the Efforts of Those Who Helped to Make it so.

Our first "National Shoe Week" having been successfully carried through, I want as President of the National Shoe Retailers' Association, to express my appreciation of the efforts of those who so readily put their shoulders to the wheel and actually put the campaign over. The response from Coast to Coast was very gratifying and the enthusiasm with which the suggestions of the N.S.R.A. Executive regarding locally organized effort to get the public in each community thinking more about their feet and their footwear were received is a most hopeful indication of the possibilities or further co-operative publicity.

Whatever the immediate results may have been, I feel that the ultimate benefits are assured. We cannot hope, of course, that this one campaign is going to bring customers thronging into our stores. It is but an initial effort—an experiment which, I believe, has fully justified itself. The intention is that "National Shoe Week"

should be an annual, or perhaps a semi-annual, event, and I am convinced that it will give added force and effectiveness to the advertising activities of the individual retailer. It is a co-ordinating instrument by which, eventually, the weight of the whole industry may be exerted in driving home that idea, "Canadians the Best Shod People in the World." Our next "Week" will be a bigger, better and more universal affair than the first one. We have had experience that will be valuable to us, and those who have gone into this first campaign will undoubtedly come back still more strongly in our drive for bigger business in 1924.

In closing, let me tender the thanks of the N.S.R.A. to the manufacturers who so readily contributed to the success of the cause, and also to the trade press whose assistance in the way of publicity has been very helpful.

Yours fraternally,
(Signed)

Howard C. Blachford,
President, National Shoe Retailers' Assn.

Built——To Obtain the Response of Untouched Buying Power

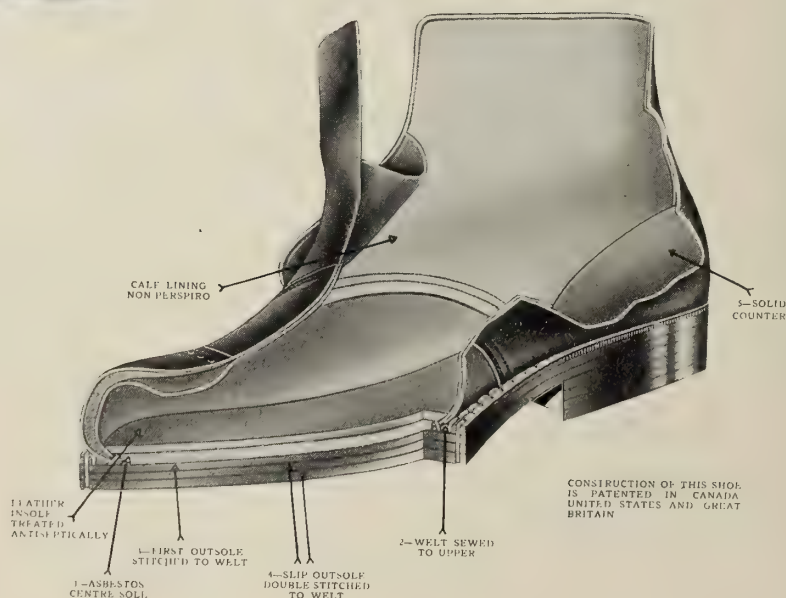


Meeting this demand is not only profitable, but it also creates greater confidence in your store which leads to increased sales, satisfied customers and a steadier trade.

**Don't you
need these
boosters?**

Doctor's Non Perspiro Anti-
septic, Patented
All Tebbutt Shoes are SOLID

See These Lines Before
Placing Fall Orders.



Tebbutt Shoe & Leather Company Ltd.
Three Rivers
Quebec

Buy the Shoes You Need and Sell the Shoes You Buy

Address by Percy Hart, of Cammeyer's, New York City, at the Annual
Convention of Retail Shoe Dealers of New York State

Buying the shoes a merchant needs and selling the shoes he buys, is most important because the success or failure of retail shoe businesses are dependent on this policy. The subject can be reduced to one word, namely—Turnover. Like most other retailers, in fact, I may say all retailers, we are too prone to back water on the shoes we purchase. Primarily all purchases are made or should be made on a budget. In determining this budget the following facts should be borne in mind; for instance, if we are determining the budget for the fall we should consult our sales at cost for the same period a year ago, and also the number of pairs of shoes sold. We should then figure what percentage of increase or decrease has occurred in the cost of our merchandise, and decide whether or not business conditions are more favorable or less favorable than they were as compared to the previous year.

Having made our decision, we should set up a figure at least 10 per cent. below this estimate, because leeway must be left to take care of fill-ins and new styles appearing from time to time. It is much easier to buy than to sell, and for the shoes sold you have the money, and with the cash you can secure either immediate deliveries or deliveries quick enough to take care of any demand that your store may have. I believe most manufacturers of today are equipped to give prompt deliveries, and if these are unobtainable, you always have the jobbers. You will find our friends in this branch of the industry prepared to take care of your needs. We can always at a pinch get, in fairly good time and in quantity, any of the new styles which creep into being during the season. Once having bought our basic stock, plus the novelties which are shown us, approximately before the season opens, it is our duty to stand by such purchases and turn them into money.

Stand by Your Guns

The shoes which sell are the ones you buy and not those that are sold to you. If you did not think the styles were good and salable you would not have bought them in the first place. The enthusiasm which you have displayed in buying them from the traveling salesman must be passed on.

Your salesman must be sold the goods you have bought so that they in turn are able to sell them to your patrons with equal enthusiasm. If the total of our advance purchases has consumed our approximate appropriation, then it is up to us, as merchants, to merchandise what we have bought. "Stand by your guns" in this respect, and have enough confidence in your ability to sell your customers what you have bought as being the right thing for them to wear. If we continue to buy regardless of what we have on hand, we will have an accumulation which after awhile will bury us.

Do not misunderstand me. I believe no rule was ever made that cannot be broken, so if we arbitrarily stop our purchases, we are likely to stifle our business. Each man must decide for his own business. If he finds it absolutely necessary to make additional purchases when his appropriation is exhausted, such additional purchases should be made with the utmost care and only in the smallest quantities. If we have a few pairs of a much wanted style, properly displayed so they will bring customers into our store, we will sell them something, because the people who enter are interested in footwear, whether it be one style or another.

If a traveling salesman has already sold his customers, on a previous visit, styles which both the retailer and he thought were the right things to buy, he should consider the condition of the retailer's stock before attempting to load him with what he considers the right thing to buy on a later visit.

The Tale of a Fish



(1) Wilbert Mitcham, Kingsbury Footwear;
(2) J. A. Malboeuf, Kingsbury Footwear;
(3) Johnny Royer, Canadian Stitchdown.

The above gang took a week-end trip up the Laurentain Mountains recently in the Hon. Mithchams's bus, ostensibly for trout. When the trout heard about the proposed invasion, they immediately went into conference, and there was great consternation. However, the bus aforementioned had a little trouble on the way, and after some delay, the bus had to be helped out by the old gray mare of one of the habitants.

That delay was all that saved the trout of the region from complete annihilation, but the fishermen got a few samples at least, and on the next trip, are confident of landing Case Lots.



- 4002—Misses' Velour Cf. Bal, Fudge Edge
"D" width, 11-2, ...\$2.90
- 3002—Girls' Velour Cf. Bal, Fudge Edge,
"D" width, 8-10½, ...\$2.55
- 4004—Misses' Tan Cf. Bal, Fudge Edge
"D" width, 11-2, ...\$2.90
- 3004—Girls' Tan Cf. Bal, Fudge Edge,
"D" width, 8-10½, ...\$2.55
- 4005—Misses' Black Kid Bal, Fudge Edge,
"D" width, 11-2, ...\$2.90
- 3005—Girls' Black Kid Bal, Fudge Edge,
"D" width, 8-10½, ...\$2.55
- 4011—Misses' Patent Bal, Fudge Edge,
"D" width, 11-2, ...\$2.90



- 1200—Infants' Vici Kid Fat Ankle Button,
Spr. Heel, Chrome Sole, Sizes 2-4½\$1.60
- 1208—Infants' Vici Kid Blucher, Spr. Heel,
Chrome Sole, Sizes 2-4½\$1.40
- 2208—Children's Vici Kid Blucher, Spr. Heel,
Chrome Sole, Sizes 5 to 7½\$1.95
- 1213—Infant's Patent Blucher, Spr. Heel,
Chrome Sole, Sizes 2-4½\$1.60
- 2213—Children's Patent Blucher, Spr. Heel,
Chrome Sole, Sizes 5-7½\$1.95
- 2208x—Children's Vici Kid Blucher, Spr. Heel,
Lea. Oak Bend Soles, Sizes 5-7½\$2.30
- 3208x—Girl's Vici Kid Blucher, Spr. Heel,
Lea. Oak Bend Soles, Sizes 8-10½\$2.80

Our CUSHION-SOLE GENUINE GOODYEAR WELTS are proving themselves to be REAL TRADE WINNERS.

You can expect to have bigger profits, bigger turnover and better satisfied customers if you stock our Childrens' shoes made by our Goodyear Welt Cushion Process.

They can be repaired by any shoe repairer.



- 2183x—Chds. Tan Calf Blucher Oxford,
Spr. Heel, Lea. Sole, 5-7½\$2.05
- 3183x—Grls. Tan Calf Blucher Oxford,
Spr. Heel, Lea. Sole, 8-10½, ...\$2.55
- 2184x—Chds. Patent Blucher Oxford,
Spr. Heel, Lea. Sole, 5-7½\$2.05
- 3184x—Grls. Patent Blucher Oxford,
Spr. Heel, Lea. Sole, 8-10½, ...\$2.55
- 2185x—Chds. Gunmetal Blucher Oxford,
Spr. Heel, Lea. Sole, 5-7½\$2.05
- 3185x—Grls. Gunmetal Blucher Oxford,
Spr. Heel, Lea. Sole, 8-10½, ...\$2.55



- 1172—Infants Patent Instep Strap,
Chrome Sole, 2-4½, ...\$1.30
- 2172—Chds. Patent Instep Strap,
Chrome Sole, 5-7½, ...\$1.65
- 2172x—Chds. Patent Instep Strap,
Leather Sole, 5-7½\$1.95
- 3172x—Grls. Patent Instep Strap
Leather Sole, 8-10½\$2.30
- 4174—Misses Patent Instep Strap,
Leather Sole, 11-2, ...\$2.85
- 3211x—Girl's Boarded Gunmetal Calf Blucher,
Spr. Heel, Lea. Oak Bend Soles, 8-10½ ...\$2.80
- 2211x—Children's Boarded Gunmetal Calf Blucher
Spr. Heel, Lea. Oak Bend Soles, 5-7½\$2.30
- 2212x—Children's Boarded Tan Calf Blucher,
Spr. Heel, Lea. Oak Bend Soles, 5-7½\$2.30
- 3212x—Girl's Boarded Tan Calf Blucher,
Spr. Heel, Lea. Oak Bend Soles, 8-10½ ...\$2.80
- 2213x—Children's Patent Blucher, Spr. Heel,
Lea. Oak Bend Soles, 5-7½\$2.30
- 3213x—Girl's Patent Blucher, Spr. Heel,
Lea. Oak Bend Soles, 8-10½\$2.80

GETTY & SCOTT LIMITED
Makers of CLASSIC Shoes for Growing Girls, Misses and Children



Courtesy, Marshall Field & Co.

National Shoe Week Goes Over

Idea Which Was Evolved in the Fruitful Brain of the President of the National Shoe Retailers Association Proves a Success—Towns and Cities from Atlantic to Pacific Take up the Campaign

Co-operative publicity in the form of "National Shoe Week," has had its first real test as a means of boosting business in the Canadian footwear industry. And having been tried, it has not been found wanting. The president of the National Shoe Retailers' Association, Mr. Howard Blachford, to whom is due the credit for originating the idea and for arousing the trade to its possible advantages, expresses himself as very pleased at the response that has been forthcoming from all over the country and is confident that the results will justify the efforts and the expenditure. It is not to be expected that the campaign will be immediately reflected in a big stimulus to business. Rather it is the planting of seed, from which the harvest will be reaped later. Nor do we believe the trade will be satisfied to stop at this one attempt and feel that the job is done. As a matter of fact it is only started. This first "week" is more or less of an experiment, and it is to be hoped that as a result of experience gained a still more widespread and effective campaign may be put on next year.

Towns and cities both large and small have taken up the idea and it seems to be proven, once and for

all, that shoe merchants can get together locally and work to their mutual advantage. In many places the initiative shown in advertising the event was very creditable indeed. Without making any comparisons, it may be mentioned that the Vancouver retailers put on a particularly effective and striking campaign. In the Vancouver Sunday Sun of September 16 they had a special boot and shoe week supplement, running into eight pages and devoted entirely to matters pertaining to feet and footwear, including, of course, the advertising of the firms taking part in the event. On the front page was a portrait gallery of the local shoe trade, comprising 21 photographs, and a brief, pointed editorial. Certainly the Vancouver merchants deserve congratulation.

In Toronto likewise, the campaign went off very successfully. A meeting was held the Thursday prior to Shoe Week, which was attended by some forty-five retailers, and the plans for the event were considered. It was decided to form an advertising fund and take large space in the two evening papers. Space was also taken in one of the leading weekly papers on the Saturday Sept. 15th.

Convenors who had been appointed to canvass the various districts in the city, reported very satisfactory progress, and the meeting as a whole was very enthusiastic over the proposition. The use of automobile stickers was adopted as another effective means of publicity, in addition to the window cards, posters and folders, provided by the fund which was contributed by the manufacturers, wholesalers and tanners.

Other towns and cities which took of the idea and used it to good advantage were: Halifax, N. S., St. John, N. B., Hamilton, Ont., Chatham, Ont., Winnipeg, Saskatoon, Ottawa, Kingston, Ont., Peterboro, Ont., and London, Ont. In some of the smaller places, individual retailers played a lone hand with quite good results.



Popular one-strap, two-button number shown by Getty & Scott

The Newest Mode

Ready for Immediate Shipment

A very smart design, having two tear-drop cut outs on each side of the strap and on the vamp.

The newest idea, yet not too extreme to remain in style. A Parisian touch is indicated by the collar around the vamp.

We'll be delighted to submit sample pairs, because we know that you'll be so pleased with quality, style and price that you'll want to send in repeat orders.

Write, wire or phone orders our expense.

Terms—Net 30 days from date of shipment, less 2½% trade discount. Tax absorbed by us.

All sizes—2½ to 7, D width only.



"Lorraine"	No. 6118—Black Satin Vamp and quarter, Black suede trimming. Price	\$2.95
"Sylvia"	No. 6119—Gray Nubuck Vamp and quarter, Grey kid trimming. Price	\$3.10
"Alice"	No. 6120—Logcabin Nubuck vamp and quarter, Havana brown kid trimming. Price	\$3.10
"Chic"	No. 6121—Black suede vamp and quarter, Patent leather trimming. Price	\$3.10
"Irene"	No. 6122—Patent leather vamp and quarter, Black suede trimming. Price	\$2.95

Flexible McKay's imitation turned sole. Sheepskin quarter linings and sock linings. High grade construction. Built on a very comfortable fitting last.

Nathan Cummings

310 Notre Dame St., West

MONTREAL

The Salesman Must Be "Sold" Himself

Accurate Records of Each Man's Work is an Incentive to Greater Effort

That line to the effect that "If you would sell more, tell more" might well be pasted over the desk of every footwear dealer in the land. And for several reasons.

If it is good salesmanship to take customers into your confidence it is just as good salesmanship to share certain business secrets with your salesmen (or salesman).

If you are a good merchandiser you will show your customer, in minute detail, how a piece of merchandise is manufactured; where the materials come from; what care the manufacturer exercised in producing a certain effect; how much time, and labor he spent in perfecting certain details and assembling the finished product; perhaps even, what severe tests it can be put to.

You will picture and paint and expound until his original "It sounds interesting" attitude matures into a "Wrap it up" decision.

It is just as essential, however, to sell the man behind the counter as the man in front of it, and sell him first.

Before you try it ask yourself a few questions.

Does each of my salesmen know how much merchandise he sold last year? Last month? Last week? Yesterday?

Do my salesmen know how much business we did last year and how much we hope to do this year? How much money they earned last year—not how much I paid them, but how much they actually earned?

Have I ever showed them by actual figures what a little extra effort on their part will produce in the shape of net profits between now and December 31, 1923?

Am I keeping an accurate record of each salesman's sales?

If you have to answer "no" to those questions let us see if there is not a way of bettering conditions. Suppose your business amounted to \$50,000 last year; that your overhead was 18% and your net profit 7%. Naturally, these are not the figures of your business. We are using them simply to illustrate our idea.

You show these figures to your sales people and tell them of your new plan:

"Last year we sold \$50,000 worth of merchandise. We made seven cents net on every sales dollar. If we sell the same amount this year we will make the same amount of net profit. But on every dollar's worth of business over \$50,000 we will make, not seven, but twenty-five cents."

Naturally you will want to know why there would be the difference. This is your explanation:

"All expenses—salesmen's salaries, rent, depreciation of equipment and stock, light, heat, new equipment, taxes, interest, insurance, delivery hire, advertising, etc.,—are spread over the \$50,000 volume of sales. All told it amounts to 18% of the year's business.

"Just as soon as we have sold \$50,000 worth of goods we have provided for all expenses. Thereafter, we will make a clean profit of twenty-five cents on every dollar's worth of goods sold until the end of the year."

With their interest aroused it is not going to be a hard job to discuss each individual's sales for the past and present year and win his support to your plan.

Let us suppose that your sales records show the following totals of sales by individuals for last year:

Salesman A	\$12,500
Salesman B	11,000
Salesman C	16,500

Your own sales amounted to only \$10,000. You had to devote part of your time to other work.

With these figures to guide us let us draw up a new schedule for this year's sales and give each man a definite mark to shoot at. We will make it neither too difficult nor too easy—just a goal that he can reach by extra effort, hearty interest in his work and more persuasive selling. Perhaps you can offer such inducements as increases in salaries or bonuses or prizes in some other shape.

These will be their 1923 quotas:

Salesman A	\$15,500
Salesman B	13,000
Salesman C	19,000

Then give yourself a quota of \$12,500.

What will happen if the four of you make your 1923 quotas? Your excess of sales over \$50,000 will amount to \$10,000 of which 25% or \$2,500 is clear profit. From that sum you can well afford to set aside a few hundred dollars as bonuses to your salesmen.

Such a plan is workable. By keeping accurate figures on each man's sales, day by day, you can have totals for any period of the year. These figures originate from sales slips and can be posted to a sheet of paper, properly ruled, which you yourself can draw up and post in a few moments' time each day.

A record of sales by salesmen will prove to be more convincing to the men themselves than "pep conferences" and curtain lectures. Accurate figure facts can't be argued down or laughed out of a discussion.



SOLID LEATHER STAPLE SHOES

There is exceptional strength built into every pair of Hydro City Shoes—strength that becomes evident in the long service they give under the hardest wear. Introduce these shoes to your customers and you will lay the foundation for much future business. A trial order will convince you.

Large stock of leading lines ready for delivery, both at 342 Richmond St., London; and at Kitchener.

HYDRO CITY SHOE MFRS.

KITCHENER

LIMITED

ONTARIO

Order Now

and be prepared for
the Fall and Winter
trade.

Our Specialties

Jack Buck moccasins

Our famous Huron Chief Brand

Elk Moccasins

Horse Hide Moccasins

Canada's Standard for value

Indian Slippers

Deer and Elk Mitts.

*Huron
Glove*



*Company
Limited*

Don't take chances of losing sales through being under stocked. Many merchants were seriously handicapped in this way. Repeat orders later in the season are not always easy to fill, and then your Christmas trade will make heavy demands on your stock.

Wire or write us for prices and samples

Holt, Renfrew & Co. Limited

Quebec

A. H. Randell's Repair Shop, Moose Jaw

One of the Most Successful Repair Businesses in the Country—The Owner
Tells the Story of its Development in the
Following Paragraphs



My people have been in the shoe business for generations and I followed the same calling. I received a broad general training in England, in boots and shoes and also wholesale leather and findings.

In 1905 I decided to come to Canada, coming direct to Winnipeg.

Was engaged to come to Moose Jaw to assume charge of retail store and repairing business. Owing to death this store discontinued at this stand and I went with John W. Colling, then Moose Jaw's first exclusive shoe store. While there I built and installed Moose Jaw's first finisher, equipping same with dust hoods and fans. As a large eastern machinery house refused to send a stitcher so far West, a Champion straight needle was installed. This had a steam boiler fired by gasoline near one's right knee and I used to get 'sunburned' every time I stitched. As shoe machinery was so new and novel in the West in those days (1907) I conceived the idea of demonstrating shoe repairing at Moose Jaw Fair. This I did, moving all the machinery to the Fair Grounds and driving same with an eight horsepower Stickney engine borrowed from a firm demonstrating on the grounds. I worked all day under a canvas roof in the blazing sun and slept by the machine at night for three days and nights, and after I got machines back, fell asleep on the workshop floor, I was so tired. **But we put it over.** It was one of the features of the show and was talked of for years after.

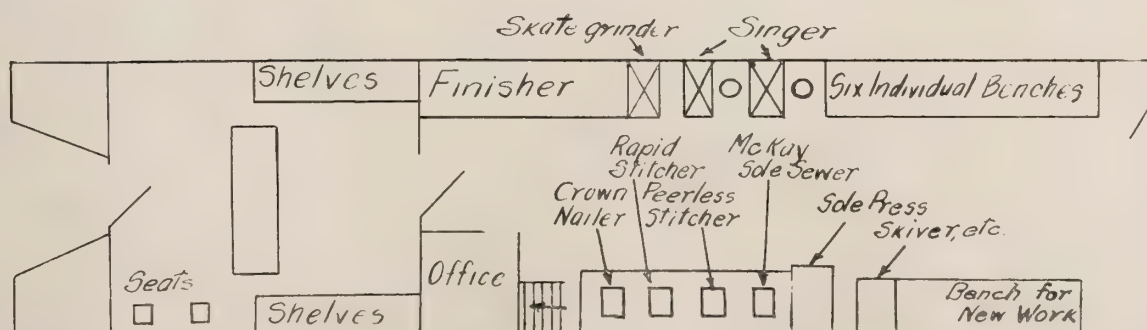
In 1910 I decided to start in business for myself and paid a visit to England. While there I decided to purchase certain machinery (finisher and stitcher) and this was made up and exhibited at the Shoe and Leather Fair in London, Eng., and afterwards shipped to me. The following Spring business was coming my way and I put in extra help, when my landlord walked in and doubled my rent. (It was impossible to get a lease). He also informed me that if business kept going on at the rate it was it might be

doubled again. I decided to pull out there and then and procured another location and proceeded to work up another business from the foundation.

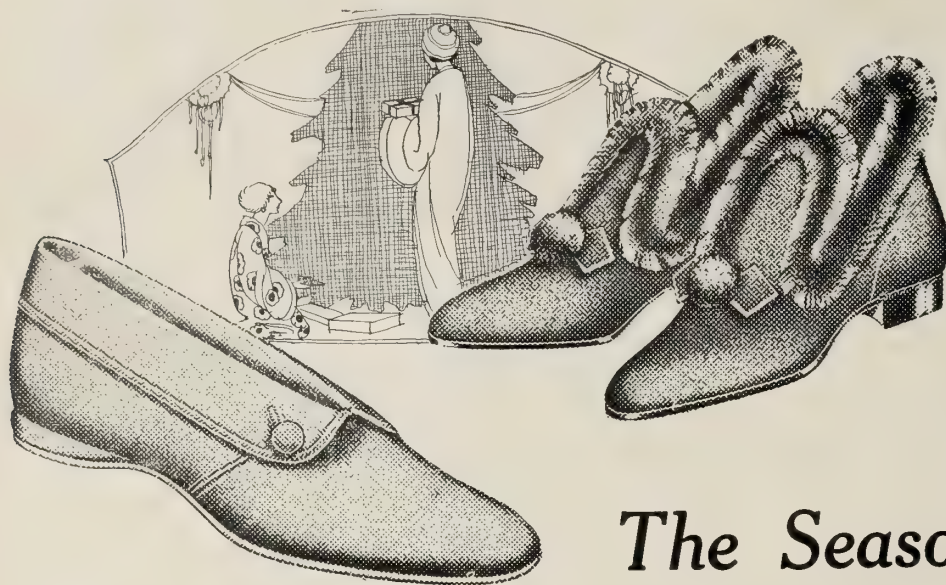
Owing to changes from time to time I have had to do this five times and as everyone knows moving a shoe repair business only a few blocks means the loss of quite a lot of business; especially if another man gets your old stand or near it. These experiences made me determined to own my own place and in 1921 I bought a location and built my own store, just across from my latest and largest and most successful business.

Playing the Game

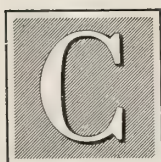
I think the best way to explain whatever success I may have attained is to say "I have played up—played the game." I have "played up" by putting the whole of myself into the work, physical, energy and brains and I have played the game by being fair and honest with my customers, my employees and the houses from whom I buy. I have always aimed to give my customers just a little better quality in sole stock and workmanship than my competitor and work is always done on time. If I have too much promised for say 12 o'clock on a certain day, I would rather refuse a job than disappoint. If one explains the position and offers to have work finished by 1 o'clock or 2 o'clock it is very rarely that a job will be taken away. I have tried also to keep harmony in the shop. Each man I employ must work **with** the other men and pay attention to the system on which I run the shop or get out. I have no room for grouches or those who would pull my system to pieces. Each man is trained to keep up production and to follow out the methods I have found best. I have found, with very rare exceptions, that men respond to fair treatment and I have very little difficulty in getting my wishes carried out. Another factor in success is the ability to get a large production of finished work for every dollar spent for labor. I have noticed that the shoe repair business is peculiar in that its labor cost for every dollar receiv-



A. H. Randell had his shop built to his own design and laid it out for highest efficiency. Read the accompanying description



The Season of Kumfy Sales is Here



OLD weather is sure to come very soon and will mean quick demand for Kumfys and Felt Staples. The K. B. line will fill all warm footwear requirements. There is style, color and wear to please every customer. Dainty Boudoir Kumfys in Felt and Leather that are kumfy and warm, and pretty enough to please the most particular.

Sturdy, hard soled shoes for outdoor wear that will keep the feet warm in the coldest weather.

Every Retailer should make sure, at this time, that his stock of Kumfys and Staple Felts is complete and that they are K. B's.

K.B's are sold by all the leading Wholesale Shoe Trade.

Buy
Your
"K. B.s"
Early

THE COBOURG FELT COMPANY

COBOURG — ONT.

K.B. FELTS
HARD SOLE
KUMFYS
SOFT SOLE

ed is tremendously high, much higher than retailing for instance, and most lines of manufacturing. Realizing this I use machinery wherever possible and arrange my plant and materials to save time in wasted movements as far as I can.

List of Machinery Installed

22 ft. finisher with edge trimmer
Goodyear type curved awl and needle stitcher
Champion Peerless straight awl and needle stitcher
McKay Sole Sewer
Channelling machine
Crowe nailing machine
Open end Sole Cutting Press
Skate grinder machine (own design)
Skivers (3 different types) for different operation
Leather rollers and moulders, etc.
Singer patchers (2).

All machines on cement foundation resulting in no vibration. All machines driven by overhead shafting. Button machine and all usual small tools. National cash register.

Descriptive Plan of Layout

Store is 12 feet wide and 75 feet deep. Located on Main Street in the heart of district of Moose Jaw. It is a modern structure built to my own design of brick and hollow tile. Two good show windows on the street, with shop for sale of findings and transaction of business, separated from repair shop by glass partition full height with swinging door. Machines are arranged on each wall with clear space in centre. All machinery is on heavy cement foundations with holding down bolts embedded in cement. Battery of stitchers, nailer and press are driven by overhead shafting, from finisher countershaft and can be operated separately from finisher. Individual work benches mean better work and more of it. Each man arranged his bench to suit himself; has his own tools and he has no interference from other men. Entire shop is lit by three large sky-lights each of 32 square feet, and window in rear, which gives excellent light, coming as it does from the top in downward direction and casts no shadows. Large cement basement contains the heating plant, boiler and washroom, coal bins and leather racks and stock rooms. All the work is placed for stitching or finishing. No work is allowed to be dumped indiscriminately on the floor but must be classified on rack. We keep one shelf for rush work which **must** be placed in position and benchmen make a point of keeping this shelf clear. All rubbish is swept up daily and taken away by contract. Notice that after work is benched it is placed on racks and wheeled to stitchers or nailers as required. Thus all attaching of soles is done at one spot and is convenient in the case of rubber heels for instance, of which we do quite a lot while you wait, after benchman gets the job it travels down to finisher and on to front shop and customer in a natural straight line as direct as possible.

Number of Men Employed

During busy season, employed seven men but with falling off of volume of business, staff has been reduced.

System of Keeping Check on Shoes Left for

We keep track of customers' name and issue no check. In a small city doing a large family trade as well as transient business, I believe this works best. If I issue a check to a man and his wife calls for the

shoes without check, I should have to refuse her and make enemies, because check is out against me. Anyway, if care is taken at counter to get correct name and tags are securely tied, there is very small chance of mistakes occurring. I have found it works very well and has many advantages over the numbered check system. However, in a large city doing almost wholly a transient trade, the check system would be best perhaps.

System of Book-keeping

This is the most important question of the lot, and I have not space here to explain my system thoroughly. The biggest need of the present day in the shoe repair business generally is some method of making men keep books. Perhaps I should say **proper** books **properly**. Almost every shoe repair man keeps books but what do they tell him? As a rule he sweats and labors over the figures faithfully for a while and then because they don't tell him anything he quits. What a pity this is, because if he knew it there is romance and excitement week by week for him, as he watches his expenses drop lower and lower or his sales of finding increase, due solely to a little extra thought or exertion on his part. I pay **everything** by cheque. I use a large synoptic book and each expense item and source of income, etc., is listed under a separate column. Then, monthly, these totals are posted to a ledger. These are audited every six months by a firm of chartered accountants who make out statements for me. My advice would be, "go to a good firm and have them start you right and then look after you for a few months." Keep everything simple and pay everything by cheque.

Owens his Own Building

Yes, I own my own building. I tested out an idea I had of arranging machines in two rows with working space between them and found it worked to perfection saving space and time. It also had the advantage of being easy to add additional equipment and easy to arrange shafting to drive in a mechanical manner. I found 12 feet was generous and accordingly built this width. Another strong factor with me was the fact that land is sold by the foot frontage and is also taxed by that method. Any man that pays **taxes** on **frontage** and allows **land** to lay idle in the rear is not wise.

**IF IT'S FIGHTING,
HAND IT TO DEMPSEY
IF IT'S SHOE REPAIRS,
HAND IT TO US.**

A snappy window card used by Super Service Shoe Repair Shop, Hamilton

Nursery Well Double Sole

PROCESS PATENTED 1923

"For Children:
Two Soles Are
Better Than
One."

Fast Color Eyelets

Kendax Moisture
Proof Sock Lining

Best Quality Lining

Fine Grade Upper

Lining and Upper snugly
lasted into shoulder of in-
sole and stitched through
channel.

Insole solid all the way
through, making it the
easiest shoe on the
market to resole.

First Quality
Oak Tanned Outsole.

No filling between the
soles to form lumps
to hurt the foot.

*The Nursery Shoe Co.
Limited*

ST. THOMAS, ONT.



Fine Grade Upper

Best Quality Lining

Kendax Moisture Proof Sock Lining

Insole of Solid Oak Tan; remains flat, smooth
and in place until shoe is worn out. No tacks
or nails to touch foot.

First Quality Oak Tanned Outsole.

An Easy Solution for Your Children's Trade

Nursery Welts are carried in stock and can be shipped out immediately at the following prices

BABY'S TURN-WELTS

Chrome Sole Full Sizes Only, 2-5

STOCK	DESCRIPTION	PRICE
150	Patent Blucher, Mat. Calf Top	\$1.60
151	Black Kid Blucher	1.40
152	Havana Blucher ..	1.40
160	Patent Button, Mat Calf Top	1.60
161	Black Kid Button	1.40
162	Havana Kid Button	1.40
170	Patent Mary Jane	1.30

INFANT'S TURN-WELTS

Oak Sole Sizes 4-7½

250	Patent Blucher, Mat Calf Top	\$2.35
251	Black Kid Blucher	2.25
252	Havana Kid Blucher	2.25
253	Velour Calf Blucher	2.25
254	Mahogany Calf Blucher	2.25
260	Patent Button, Mat Calf Top	2.35
261	Black Kid Button	2.25
262	Havana Kid Button	2.25
272	Patent Slipper	1.85
280	Patent Blucher Oxford	2.15
281	Mahogany Blucher Oxford	2.15

CHILD'S TURN WELTS

Oak Sole Sizes 8-10½

350	Patent Blucher, Mat Calf Top	\$2.85
353	Velour Calf Blucher	2.75
354	Mahogany Calf Blucher	2.75
372	Patent Slipper	2.25
380	Patent Blucher Oxford	2.50
381	Mahogany Blucher Oxford	2.50

The Nursery Shoe Co. Limited

St. Thomas

-

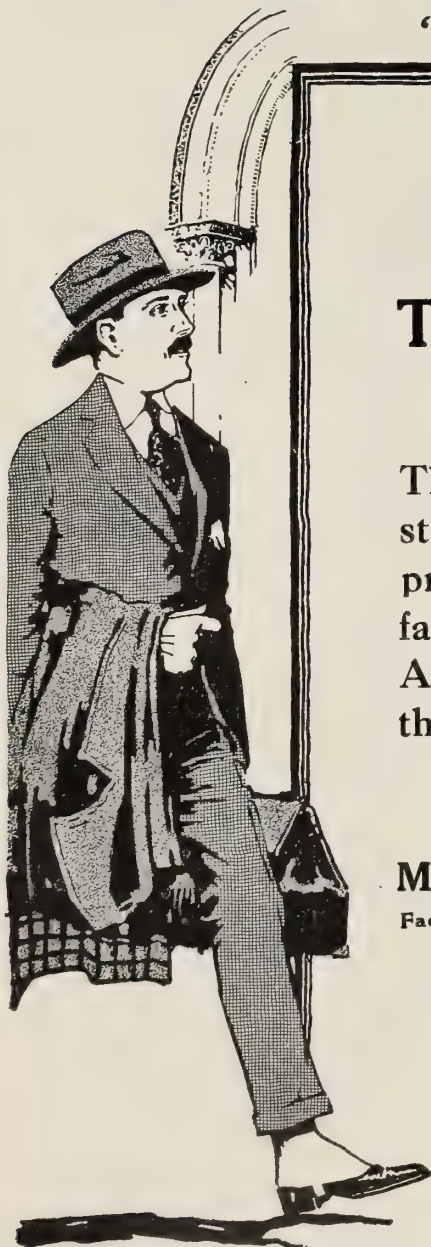
Ontario

POMEROY

SHOCK-ABSORBER

Heels

"Like Walking in the Meadows"



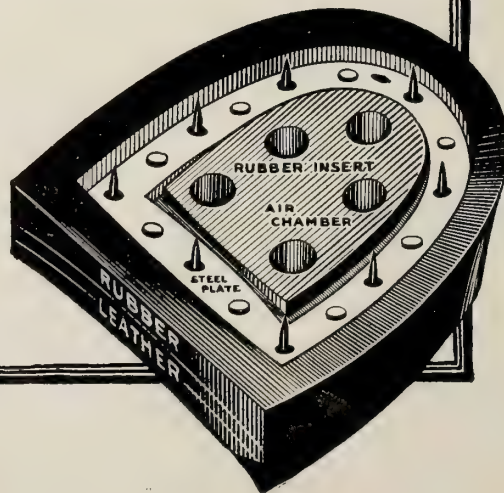
Puts the Finishing Touch on the Well Made Shoe

They are now past the experimental stage, and we would be pleased to prove our contentions to the manufacturer and shoe repairing trade. All good shoes will in the future carry the Pomeroy Heel.

Samples and prices on request.

Made in Canada by POMEROY LTD.

Factory: Chambly Basin, P.Q. Office: 220 Bishop St. Montreal



How to Deal with Welt Trouble

Even the Better Class Shoes Will, Once in a While, Develop Trouble of This Kind—And the Repairer Should be Equipped to Deal with it—One Case Where Hand Sewing Should be Resorted to

By OLIVER M. BROOKS

Of the many important angles of shoe repairing there is none that is more vital to the reputation of the shop aspiring to deliver high class dependable work, that will of itself bring repeat business, than that of proper attention to the preparation of the welt of the Goodyear shoe when being surrendered to the repair man for overhauling and rejuvenation.

In the old days when hand-made welt shoes were common, when insoles were stout oak bellies and welts were straight cut from dressed side stock, there were not the complaints of inseams ripping, because the shoemaker was proud of his inseam—boasted of the heavy cord threads and the strength with which he used to pull them up and took a pride when ripping up a sole in inspecting the seams carefully to see that all was shipshape and seaworthy.

But even then there were times when we recommended that the shoes be rewelted because of some looseness appearing with age and wear or drying out—or because the welt had from previous repairing become full of wax stitches that made the production of a good looking and dependable resoling job out of the question.

Aversion to Hand Sewing

The advent of the completely machine-made shoe in addition to the other revolutionary effects it had on the trade has been responsible for developing in repair men a dislike for hand sewing. Indeed the introduction of stitching machinery in the repair shop, universally beneficial as this has been in many places, has brought about a condition of positive aversion to the tedium of hand welt sewing that would be rather amusing from a trade aspect if it were not so detrimental to the interests of the repairing industry.

So pronounced has this aversion to hand sewn work become in some shops that the boast is made that they never make a wax thread and many and devious are the ways—usually very much more wasteful of time than the right way—employed to avoid doing a legitimate stage of the work that through disuse and lack of practice has become distasteful and for that reason difficult to do.

There is no question but that some of the welt shoes made today are such products that the repairman is almost certain to run into trouble when attempting to repair them, but he, better than anyone else, knows of this condition and should not hesitate to point out such shoes to the customer and even refuse to attempt to repair them if he feels that such work cannot be done with due profit and commendation.

The manufacturer of a shoddy welt shoe built on a composition board insole with little or no backing but a strip of cotton tape to which to attach the welt is not thinking of reputation or repeats on that particular brand and most certainly is not worrying about

the problems of the repair man. But such shoes which are simply shoddy and should be treated as such, are far outnumbered by the shoes of commendable genuine and honest construction and need not bother us further.

Welt Trouble Bound to Arise Occasionally

But the better class shoes—the real shoes—will every little while develop welt troubles, just as their old hand made ancestors used to, that call for expert handling if the complete repair job is to be in keeping in appearance and satisfaction with the original shoe.

It is a mighty poor proposition and of real detriment to the prestige of repairing to deliberately sew a new half sole on a welt that is weak or loose and with the added strain of the new leather and stitching almost certain to rip out at the inseam stitching.

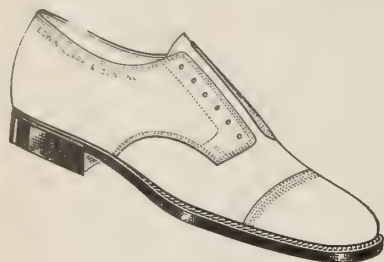
It is no recommendation for the repair trade to tell the customer as we have repeatedly heard done when just such a happening occurs that he is not responsible for the inseam—that is the work of the other fellow or the manufacturer's responsibility and all that he did was to attach a new sole to their shakey groundwork. Such a statement is advertising for the repairman that he is only doing partial repairing—selling an incomplete job and as such is offering a service that can only be partially satisfactory. The time to make such a statement of lack of responsibility would be when the work comes in and not after the finished job goes out. It is of no earthly satisfaction to the customer after parting with his money to be told that the party who undertook to do perhaps even advocated, the repair work, is only responsible for the new material used and added to the structure and not for the inspection of the groundwork to which the new work was added.

The only practical thing to do of course is to give incoming work a critical survey and in the case of any shoe that apparently will not lend itself to satisfactory repairing it should be courteously pointed out to the customer and the undertaking politely refused. It is much easier to convince a good customer of your honest intent at this stage than it is to explain after the repair work has been done and gives way at some point that the responsibility for the failure is not yours.

There is only one dependable way to tighten a loose inseam and that is to resew it, which, in the average repair shop, must of necessity be done by hand with a waxed thread and should be carried out the whole length of the portion needing reinforcing.

Don't Take a Chance on Poor Anchorage

Any shoe that shows a looseness of the inseam, where there is the least "grinning" or showing of the inseam stitch like a row of teeth between welt and upper, should be firmly resewn into place before laying the sole. It is only inviting trouble and conse-



The "Archway"



The "Archway"

The Edwin Clapp "Flexile" shoe for men—

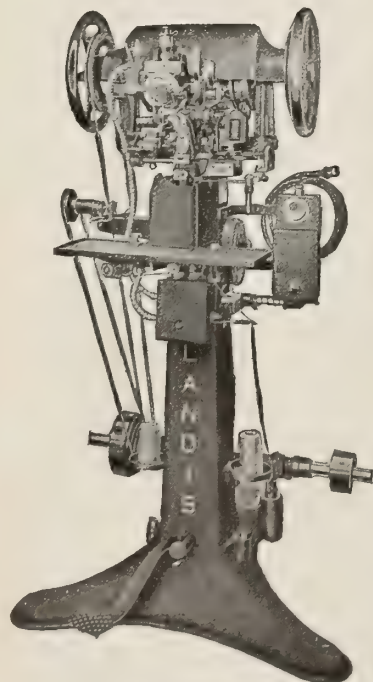
A corrective shoe that is an unqualified
Success—

Edwin Clapp & Son Inc.

Established 1853

East Weymouth — Mass.

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St., South, Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., Second and Gano **St. Louis, U.S.A.**

quent complaint if the sole is deliberately attached to a poor anchorage. If the welt itself is defective in any way and unlikely to properly hold the outsole stitch the craftsmanlike thing to do is to replace it, splicing in a new portion if the defect is small or going the whole length if necessary.

Composition and gemmed or canvas backed insoles that have been subjected to welting and drying in wear are usually the most troublesome although all welted shoes are liable to this minor trouble for the score or so of reasons that need not be enumerated here.

On some of the poorer insoles it will at times be found difficult to sew—or find a part of the insole lip that will really stand a man-sized pull with a hand wax thread, to tighten the seam. The temptation to try and get by with a shoe tack is well nigh irresistible in such a case. But it is not the right way and the temptation should be resisted.

On just such work a piece of canvas duck, similar to that regularly used for backing insoles, will be found especially useful and more serviceable than leather. Cut roughly to the shape of the insole bottom, a little larger than the space inside the insole. Give both canvas and insole—after any filler has been scraped out—a coat of cement and set aside to dry. When dry it will be found very easy to stick in place and with a screwdriver or other blunt tool rub 'round against the insole channel, turning up the edge and reinforcing the channel lip giving a good flat surface against which to sew. This method of canvas reinforcing is a most effective method where a shoe is found to have stretched out of shape and is easier to handle and simpler to apply than leather. Because of its thinness strips can be used to brace a weak spot where it is not desirable to go over the whole insole forepart. An extra moment's care in cementing and properly setting into place will save much time in sewing and this simple job, like others, pays best if done right.

When resewing the insole there are arguments on both sides as to whether the awl should be inserted from the insole side or from the welt side in piercing through to make the stitch. The truth we believe is that this is largely a matter of training. In some places shoemakers are taught to sew from the welt side while others insist that the hole should start from the inside. The welting machine awl pierces from the inside but it must be remembered that the needle which carries the thread traverses the already pierced hole from the welt side and so forms the stitch.

But from either angle perfectly good work can be done and if the stitch is properly laid and set will give satisfactory results.

In attaching the sole particular careful attention should be paid to the location of the outsole stitching or much of the good work of the welting operation may be undone. A seam that is kept well away from the insole stitching toward the welt edge is best, allowing of course, enough margin that the stitching will not split the edge of the welt which is apt to have become somewhat dried.

There is a great tendency among many repair men to run the outside stitching too far under near the insole, resulting of course in added strain on that part that is often the direct and traceable result in its breaking away.

This habit may be traced largely to a nervousness on the part of the operators due to fear of running off the welt while stitching. Thus they set the edge gauge too far back and force and crowd the work

*“Everybody’s
Keen for it.”*



Whittemore's STICK CLEANER

*for Suede, Nappy Leather
and Canvas Footwear*

- ¶ Now available through your jobber to Canadian dealers, or if your jobber cannot supply, write us direct.
- ¶ This cleaner is going like wild fire in the United States. It will make the same hit in Canada.
- ¶ Put up in white and 15 colors. Comes packed in individual display cartons containing 12 packages—a most attractive Silent Salesman.
- ¶ Here is the most profitable Speciality you can handle and the most needed to take care of the prevailing mode in footwear.

WHITTEMORE BROS.
CAMBRIDGE, MASS., U.S.A.

Makers of Gilt Edge
Shoe Polishes and Manufacturers for Half a Century

They Have Won a Place

The immediate recognition accorded "Footgloves" as a line of unusual quality quickly increased as its immense sales possibilities became better known. It has won a prominent place among shoe specialties by reason of its unquestioned worth. You should include a good selection for your fall trade.

John Scott & Co. (STAFFORD) Ltd.
Footglove Factory
Stafford
 ENGLAND

Samples and prices will be gladly forwarded upon request to our

Canadian Representative:
 A. J. MACHIN

327 King St. East, Hamilton, Ont.



Of interest to the trade

E. T. Carter & Co., Limited, announce that the line of

High Grade Welts

for men, women and boys, manufactured by Padmore and Barnes Ltd., Northampton, England, and famous throughout Britain as "Moccasins" Brand and "Wigwams" Brand is now available to the Canadian trade.

This footwear has achieved an enviable reputation in the old land for its serviceability, comfort and smart appearance, and advance showings here indicate a hearty reception by the Canadian trade and public.

We solicit your enquiries.

E. T. CARTER & COMPANY, LIMITED

Sole Representatives for Ontario, Quebec and the Maritime Provinces

84 FRONT ST. EAST

- TORONTO

into the machine, having the effect of bringing the outsole stitching so far on the welt and in towards the inseam that the results are usually disastrous. Sometimes the stitches are brought so far under as to actually run into the inseam stitching with the result that the awl or needle will cut, or the strain of the new stitch break, the older inseam stitch, the defect being almost instantly apparent.

Trouble caused by such defective outsole stitching is not always instantly apparent and although it can always be detected by the trained eye of a skilled operator or repairer who really wants to see such things it may not manifest itself until the shoe has actually been worn some little time when the added strain, on an inseam that may have been perfectly sound before this careless stitching was added, will cause a gradual loosening of the inseam stitching, a gaping welt and eventually disaster.

So prevalent has this pernicious habit of careless or inaccurate outsole stitching become that in some quarters it is regarded very much as the besetting sin of the repair trades—and at least one of the larger manufacturers of shoe stitching machinery has expended a good deal of money, printed matter and expert mechanic's time in a studied effort to have the trade overcome this weakness—with the wide-awake realization that unless the far-reaching results, of this poor workmanship are recognized and overcome it will be the means of bringing much disappointment to expectant purchasers of shoe repairing and a consequent loss of business and money to the repair trades.

No Introduction Needed!

But Here's a Little History of the Federation President's Career

The president-elect of the Ontario Federation of Shoemakers & Repairers, Mr. Walter Legg, has shown since the beginning of the organization movement in Ontario an enthusiasm for the work which marked him, from the outset, as one destined to play



Walter Legg, President of the Ontario Federation of Shoemakers and Repairers

a leading part in it. The St. Catharines Shoe Repairers' Association was organized in June, 1915 and Mr. Legg was then appointed its secretary-treasurer, a position which he has held ever since. At the

(Continued on page 91)

A.L. GAMBA 46 Dean Street,
London W.1 & Milan

Agent for Canada:—
A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoe,
Ox. London"

Gambas
Famous Milan Toe Ballet Shoes

FOR OVER 20 YEARS
Gambas' famous Milan Toe Ballet Shoes have
been and are still the best.
The position of Toe Dancing in England today
is Testimony to their Excellence

THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the
trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian
and English equivalents, 1/2. For the
distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER



You Can't Beat 'Em

For big value, smart styles and real satisfaction, the Ludger Duchaine line has no equal. With it you can capture the profitable family trade in your community and keep them coming back. That's the kind of footwear every dealer likes to sell—it's the kind that keeps our factory busy filling orders. Get in touch with your jobber today and place a trial order. There is every style, size and type you need in the Ludger Duchaine line.

See Your Jobber for Samples and Prices

LUDDGER DUCHAINE

593 ST. VALIER STREET, QUEBEC

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

J. Hamilton, 392 Danforth Ave., Toronto, is starting a branch shoe and repair business at 642 Danforth Ave.

American Shoe Store, 285 Yonge St., Toronto, will open branch business at 235½ Yonge St., about October 15.

A. E. Paterson, 403a St. Urbain St., Montreal, opened a shoe business at this address on August 31.

Elwin H. Wilson, 98 Ascot Ave., Toronto, has made considerable extensions to his premises.

O. Taube, clothing and shoe dealer, St. Paul St., St. Catharines, Ont., has recently moved to larger premises.

Sam Konkes of Shelburne, Ont., purchased the business of S. Gordon, Midland, on September 4, and will take over on November 1.

Wall Bros., 112 Queen St., West, Toronto, are commencing business.

A. G. Kimmo, formerly operating a shoe store at 212 St. Johns Road, Toronto, has moved to 1756 St. Clair Ave.

H. Benman, recently opened a repair shop at 509 Church St., Toronto.

Maison Francaise is starting a shoe business at 744 St. Catherine St. East, Montreal.

A. W. Goodfellow, 60 Dunlop St., Barrie, Ont., has recently opened for business.

Clapp's Shoe House, 74 Victoria St., Toronto, have opened branch business at 27 Yonge St. Arcade, where they are featuring Indian goods and mocassins.

The Alexandra Shoe Store, 390 Queen St. West, Toronto, is commencing business.

Austin G. Kimmis, 1756 St. Clair Ave. West, Toronto, moved to this address on September 8, from 356 Royce Ave.

Wallace Smith, 40 King St. West, Hamilton, Ont., took over the business of F. L. Kickley on September 20.

Wm. Milton Co., Limited, 423 Boston St. E., Hamilton, have opened branch shoe store at 185 King St. E.

J. P. Ferine has commenced a shoe repairing business in Edmonton.

Walk-Rite Shoes, Ltd., have opened a store in Edmonton.

R. J. Rowe is opening a shoe repair business in Manna, Alta.

A company consisting of Joseph Aubert and Ernest and Albert Durand has been registered in Montreal, under the name of Aubert & Durand.

M. Repski, shoemaker, of Abernethy, Sask., is reported out of business.

The Maisonneuve Shoe Supply Co., Montreal, was dissolved and re-registered again under same style early in October.

The Canadian Shoe Hospital has recently been registered in Montreal.

Miss Sophie Wise has just been registered in Montreal for the purpose of carrying on business in shoes and dry goods.

The Studio Hand Turn Shoe Co. Ltd., Montreal, has obtained a charter.

Fire loss, partially covered by insurance, is reported to have suffered by A. E. Terrill, of Haileybury, early in

October. We understand Mr. Terrill is recommencing business as soon as possible.

Saxe's Boot Shop, Ottawa, suffered a fire loss recently.

The Premier Boot & Shoe Shop, 822 Main St., Winnipeg, has recently opened up for business.

Business has been commenced at 288 Portage Ave., Winnipeg, by the United Shoe Store.

Oliver Vincent has opened a store in Little Current, Ont., carrying men's furnishings and shoes.

Columbia Shoes, Ltd., has been registered by Milton Doushness.

Finch Shoe Co., Ltd., Winnipeg, has been incorporated.

G. H. Organ, of Raymond, Alta., has sold his shoe stock to A. J. Deadenarah, of Monitor.

Geo. Cos, harnessmaker and shoe repairer, of Viking, Alta., has been succeeded by Chas. Lamb.

The Laval Shoe Manufacturing Co., Montreal, has obtained a charter.

Mr. Larochelle, Jr., of J. H. Larochelle & Fils, (shoe wholesalers) Quebec City, is now opening up a small shoe factory in that City.

Mr. Samuel St. Jean, 135 Just St., Longue Pointe, P.Q., intends installing additional machinery this Fall in order to cope with the orders which he has on hand and with a view to better business.

The Small Shoes Co., Limited, 615 St. Valier St., Quebec City, has started the manufacture of infants' and children's shoes. The proprietor of this business is Mr. Arthur Morin a well known shoeman.

The Studio Shoe Shop, Winnipeg, has been incorporated.

A shoe store is being opened at 80 Dunlop St., Barrie, Ont., by Joseph Detah.

Eady's, shoe retailers and repairers, 31 Yonge St. Arcade, Toronto, have opened a branch business at 137 Yonge St. H. J. Eady is manager.

Letters patent of incorporation have been issued to the Tanning Corporation of Canada, Ltd., Toronto, which is authorized to manufacture and deal in all materials capable of being used in the production of leather, etc.

The Twin-Sole Hosiery Mills, Ltd., Montreal, has recently been incorporated.

The Phillips Bros. Shoe Co., Limited, 1191 Bathurst Street, Toronto, again has changed hands and it now will be operated under the name of Colonial Shoes, Limited.

Damage was done to Charles Abdolasm's repair shop in a fire which broke out at 60-62 Dundas Street, London, Ont., recently.

Jas. A. Brinkman, of the Dr. Kahler Shoe Co., an old Brighton, Ont., boy, recently visited his home town. This was the first time Mr. Brinkman had returned to Brighton since he left it twenty-one years ago.

Damage amounting to \$100,000 is reported to have been done to the tannery of A Davis & Son at Kingston, Ont., in a serious fire early this month, which destroyed the shipping and store rooms. Loss is covered by insurance.

John Leckie, a former resident of Toronto, who came to Vancouver in 1920, passed away on Oct. 2 at the advanced

"King Kid"

A specialized line of women's McKays, featuring common sense styles with better fitting and greater value-giving quality.

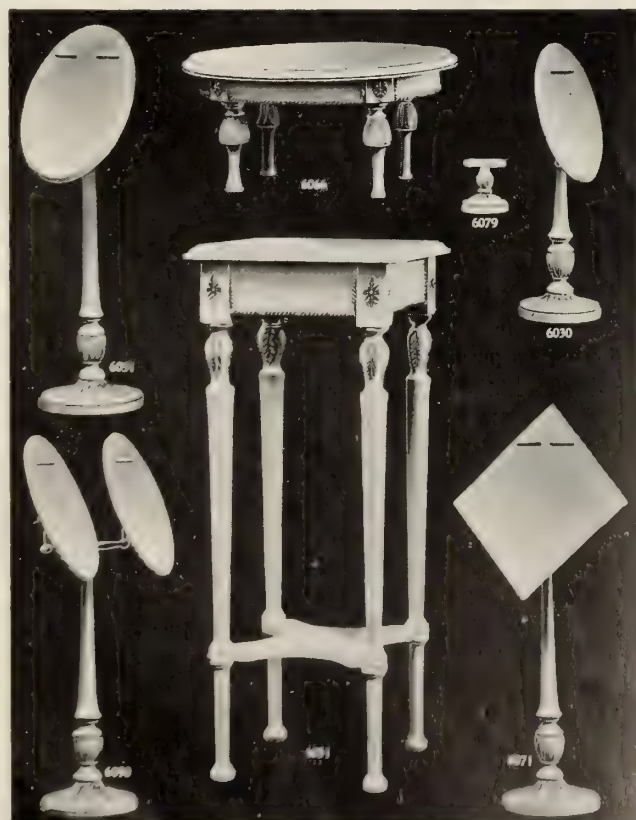
Samples of new Fall Oxfords upon request

The King Kid Shoe Company, Limited

2419 Notre Dame St. East - Montreal

Ontario Representative:— J. Burn, 70 Lombard St., Toronto

DALE DISPLAY FIXTURES



YOUR WINDOWS

are the eyes of your store. Give them vision with the Dale Shoe Display Fixtures.

High Class Fixtures add character and distinction to your displays—

It pays to use only the best.

They Appeal—and Sell.

CANADA'S LEADING DISPLAY
FIXTURE HOUSE.

DALE DISPLAY FIXTURES

LIMITED

(DALE WAX FIGURE CO.)

86 York Street

Toronto

Montreal—P. R. Munro, 520 New Birks Bldg.
Vancouver—E. R. Bollat & Son, Mercantile Bldg.
Winnipeg—Obrien, Allan & Co., Phoenix Blk.

age of 84. The late Mr. Leckie was a member of the firm of John Leckie, Ltd., shoe manufacturers, but retired from the business some years ago.

A Phipps, a shoe repairman who has been carrying on business in Brantford for many years, passed away quite suddenly on the morning of Sept. 21. Mr. Phipps had been at work as usual the previous day, although he had not recently been in the best of health.

Montreal Notes

A Dominion Charter has been issued to Jos. A. Desautels, Limited, shoe manufacturing firm, Montreal. Authorized capital, \$50,000.

A Quebec (Provincial) Charter has been granted to The Studio Hand Turn Shoe Co. Ltd., Montreal, with an authorized capital of \$20,000.

Messrs. Dionne & Viau, Ontario St. East, Montreal, are now fitting up a small shoe factory.

Messrs. S. St. Jean & Cie, 899 LaSalle Avenue, Montreal, shoe manufacturing firm, have discontinued business operations and their plant is being dismantled.

The Superior Shoe Co., DeMontigny St. East, Montreal, has discontinued shoe manufacturing.

The Lorenzo Shoe Co., 307 Panet, Montreal, shoe manufacturers, have installed new machinery and are now manufacturing ladies' high-grade hand turned shoes exclusively. They are catering to the retail trade.

A. Vocino was recently registered in Montreal as a shoemaker.

F. X. Desmarais, Montreal, has registered.

The business of Jas. Patterson, Limited, Montreal, has been offered for sale.

S. Leibovich, shoemaker, Montreal, has registered.

J. V. Montpelier, shoe dealer, Montreal, registered.

A wholesale firm has recently been registered in Montreal under the style Shoe Jobbers (Reg.).

J. Eugene Labrosse, shoe dealer, Montreal, has registered.

Messrs. Dupont & Frere, Montreal, shoe manufacturers, have now applied for a charter as a limited liability company with authorized capital of \$100,000.

The B. B. Shoe Co., 31 Laurier Avenue East, Montreal, which started the manufacture of shoes in the Spring of 1921 report business as good, their plant operating at 50% capacity. They now have sufficient orders on hand to keep the factory going until late this Fall. They make medium McKays for infants, misses and women, as well as a line of common sense shoes. The sales of this firm have trebled since the Company started operations and Mr. Joseph Boisseau, their General Superintendent, is looking forward to a still better year. Messrs. N. F. Boisseau and Joseph Boisseau, are the joint proprietors of this firm.

Denis Piette, 396 Montcalm Street, Montreal, has now started the manufacture of Imitation Welts for infants, children, misses and youths. Mr. Piette reports that he already has sufficient orders on hand to keep his plant operating until next December. He was formerly associated with the Canadian Stitchdown Co., Montreal, since its incorporation, until very recently.

C. Alliane, trading as "Maison Francaise," 744 St. Catherine St. East, Montreal, has recently opened a men's furnishing and boot and shoe store.

News from the North Country

Sault Ste. Marie shoe merchants report a very satisfactory summer business. The Government has decided to spend \$400,000 on new docks at the "Soo." This is good news to all merchants, as they all expect that it will boost retail business in the district.

K. Joseph, of Cochrane, Ont., was a visitor at the Toronto Fair, and also looked over the market, combining pleasure with his fall buying.

R. Abraham, of Haileybury, visited Toronto the week of Sept. 15.

Otto Hinsperger, son of L. A. Hinsperger, 175 Woodward Ave., Sault Ste. Marie, Ont., has taken to himself a wife in the person of Miss Kathleen Margaret Buckley. The ceremony took place on Sept. 18, and the happy couple left on their honeymoon trip by the Steamer Huronic for Sarnia, Detroit and Toronto.

L. M. Switzer, Sutton, Ont., was a visitor at the Canadian National Exhibition. He reports business very satisfactory.

The Hinsperger Harness Co., Ltd., who are the local agents for the Ames-Holden Rubber Co. in Sault Ste. Marie, have just moved into much larger premises in the Columbia Block, 737-39-41 Queen St.

E. H. Barnes, Sault Ste. Marie, Ont., is retiring from business.

W. J. Detweiler, Sault Ste. Marie, Ont., recently returned from a buying trip to Montreal and Eastern shoe centres.

W. C. Myers, of Toronto, visited the "Soo" during the week of Sept. 24 showing the La Parisienne samples.

J. E. Bishop of the Columbus Rubber Co. visited the "Soo" trade recently.

H. C. Garrett, of the Amherst Boot and Shoe Co., has been up around the Sudbury and Manitoulin Island in recent weeks.

H. Moses, of Sudbury, Ont., accompanied by his three daughters, visited the Exhibition in Toronto.

Notes from the Maritimes

At the Exhibiton held recently in St. John, N. B., the shoe trade was represented by the Hartt Boot & Shoe Co. of Fredericton, N. B., the Nugget Polish Co. of Toronto and Waterbury & Rising of St. John, N.B.

The "Hartt" Booth was a very attractive exhibit and Mr. W. H. S. Cox who was in charge was the recipient of much favorable comment on the artistic arrangement of the booth. The background was buff with darker relief and was trimmed with "Cat-tails" or rushes. This, together with the well-blended color scheme of velvet drapes made it very pleasing and easy to look at.

Apart from the trimmings, it is needless to say that some of the shoe creations displayed in the booth were wonderful, and friend Cox was a very busy man, the whole week, explaining the many different parts and processes, etc., etc. Since the Exhibition, the local dealers in St. John who handle "Hartts" have received many inquiries for certain shoes "Like I saw at the Exhibition," so it is plain to be seen that the Hartt Company's efforts are bearing fruit already.

Amongst the recent visitors to St. John with their Spring samples were Messrs. Laskey of Tetrault Shoe Mfg. Co., A. Stillwell of W. B. Hamilton Co., Wilbur of McPherson Co., Betournay of J. A. MacCaughan & Son, Simmons of J. E. Samson.

Messrs. Scovil Bros., Oak Hall, have recently added Boy's Shoes to their Boot and Shoe department. Previously only men's shoes were carried.

HURLBUT SHOES FOR MISSES, BOYS AND YOUTHS



RUNNING apace with the increased use of Hurlbut Cushion Sole Shoes for children has been the popular insistence that these shoes be placed on the market in larger sizes.

Introduction of these lines had to await additional manufacturing facilities and compelled the erection of Hurlbut Factory No. 2, recently completed at Preston.

HURLBUT
TRADE MARK REGISTERED
CUSHION SOLE
Shoes for Children

are now available in the following additional ranges:

For Misses, with spring heel, sizes 11 to 13½

For Misses, with low heel, sizes 1 to 2

For Youths, sizes 11 to 13½ ..

For Boys, sizes 1 to 5½.

In all leathers, boots and low cuts.

Announcement to the public of these additional lines will appear in the daily press throughout Canada at once. They offer to Hurlbut retail agencies additional business, which already has been created.

In stock with Hurlbut Wholesale distributors as follows:



PHILIP JACOBI

5 Wellington St. E., Toronto, for
Ontario, Quebec, Maritime Provinces and Manitoba

MONTREAL WAREHOUSE

53 Peel Street,
George E. Fortin, Manager

MAYBEE'S LIMITED

Moose Jaw, Sask., for Saskatchewan
Alberta and British Columbia

The Quality Shoe Store, Charlotte St., have moved one door north of their old location. The new store is much larger and will give much more floor space than they had previously. One of the newest and most up-to-date fronts gives the new store a very smart appearance.

Bassen's Ltd., of St. John are moving across the street, directly opposite their present location. Together with other lines, this firm carries a full range of popular priced staple footwear.

The K & H Boot Shop has re-organized and is now known as the Novelty Boot Shop with Mr. L. N. Harris as manager.

W. G. Miller, of Amherst, N. S., was a recent visitor to St. John.

Oxfords and Straps are the big sellers in the Maritimes, at present. Bucks and Suedes in the newer shades are in demand, with some calls for satins.

There is quite a considerable change in the management of the St John Branch of the Ames-Holden-McCready Co. Mr. Stewart Mitchell, who has been for the past five years the manager in St. John, has now been transferred to Montreal as Sales-Manager, Eastern Division. Mr. W. M. Angus, whom the trade will remember for the past 25 years in connection with Ames-Holden-McCready affairs in St. John, has returned to St. John to take charge of the St. John branch. He has been away from St. John for about five years, and it is understood that the St. John climate is more agreeable to Mr. Angus, who has not been enjoying the best of health, for some little time, and the trade in general are hoping that the change will be beneficial to him.

Western Ontario News

Mr. and Mrs. J. Studley Ashplant, of London, Ont., were greatly relieved following the earthquake in Japan to receive a cablegram from their daughter, Mrs. R. LaPrestre, stating that both she and her husband were safe. They left in August intending to spend some months in the Orient.

D. M. Smith has disposed of his business at Aberfeldy, Ont., to W. Hawkins, of Warwick.

S. Gordon, of Midland, Ont., who recently sold out to Samuel Konkes, of Shelburne, contemplates moving to Toronto when the new owner takes over the store November 1.

Thomas Montgomery whose boot and shoe repair shop was burned in the fire which wiped out the business section of Ailsa Craig, Ont., is locating in Parkhill.

After being in the wholesale shoe business in London, Ont., for 18 years the firm of Coates, Burns & Wanless is discontinuing on October 1. Mr. R. B. Wanless stated to "Footwear" that the firms entire stock has been disposed of and the premises leased to the Bell Telephone Co.

Cook Bros., have purchased the business of Janes Bros., at Warwick, Ont.

J. Shore, of Moorefield, Ont., has moved to new and larger quarters in the Malcolmson Block.

F. E. Johnson & Co., have opened for business at St. Williams, Ont.

After being located at his present place of business for 21 years "Jack" McLachlan, of Port Elgin, Ont., is moving to new premises at the corner of Goderich and Green Sts.

E. H. Adamson, of Hamilton, has sold his shoe business to D. Griffin.

Montague Davy, president and general manager of the Ames Holden MacCready System, Montreal, made a call on the Kitchener plants recently, being accompanied by A. W. Thompson, leather and footwear manager.

Samson SKI BOOTS

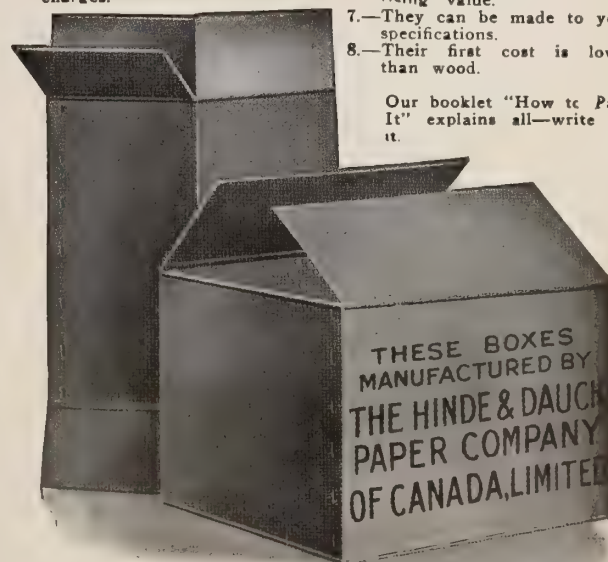


Place an order for these ski boots now and have them ready when winter comes. They are strong, well made and comfortable, giving the foot the support it needs. Write for samples and prices today.

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC

We Can Save Money for You on Your Shipping & Packing H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.



Our booklet "How to Pack It" explains all—write for it.

The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO



FOOTWEAR

AT PRICES THAT
DEFY COMPETITION

**How
We
Do
It**

Eudore Fournier deals in raw hides and owns a tannery, both activities being the main reasons for the extremely low prices of Fournier footwear, since the profits of two middlemen are thus eliminated.

As to the quality of the footwear produced, we give a positive guarantee that it will give entire satisfaction. Ask us for samples and prices.

We are anxious to get in touch with responsible dealers. Our trade-mark is your protection.



BLUCHER BOOT

Black and Tan,
Armed leather;
standard screw
and lock stitch,
viscolized soles—
Height 8, 10, 12
and 14 inches.



MILITARY BOOT

Black and Tan, extra solid, armed leather,
plain toe, heel with steel plate; viscolized
soles, standard screw and lockstitched.

EUDORE FOURNIER
PLESSISVILLE, QUE.

Harry Lincoln, of MacDowell and Lincoln, dealers in shoe manufacturers supplies, is on a two weeks trip to the Maritime provinces, combining business with pleasure.

A. W. Puncher, dealer in upper leathers, reports business conditions in the industry encouraging, and is of the opinion that all expectations for a good season will prove to have been justified.

The Hurlbut Shoe Company, Ltd., Preston, is experiencing a marked increase in orders, the west being well represented.

The Canadian Consolidated Felt Co., Ltd., Kitchener, have added a leather line to its products, meeting with wonderful success with a Mackay ladies medium priced article. There is also increased activity in the usual line, felts.

Mayor L. O. Breithaupt and W. W. Breithaupt made a call recently to Tilsonburg. While in the town they were privileged to go through the new offices and the addition of the Tilsonburg Shoe Company's plant, Mr. Colloff of the company taking them in hand. They also enjoyed the opportunity to go through the plant of the Norfolk Shoe Co., in the same town through the courtesy of Mr. Van Geel. The company specializes in boys' standard screw lines.

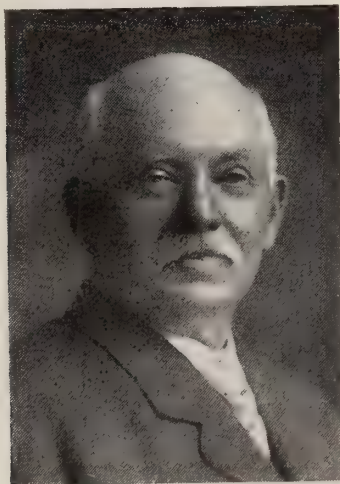
Jack Sinclair, of the Barrie Tanning Co., was in Kitchener and district recently.

T. King, of King Brothers, Whitby, was a visitor in the city the middle of the month.

Mr. Danville, of the Omeme Tanning Co., called on the trade in the district the latter part of the month.

Obituary

Another of Canada's veteran shoemen has passed away in the person of James Jupp, of Toronto. Mr. Jupp was in his 79th year and previous to his death, was residing at Hampton Mansions, 77 Winchester St., He came to Toronto fifty years ago from Horsfield, England, and fifteen years later established a shoe store at 810 Queen St., East, in the Riverdale District, which has been built up on sound, conservative principles and has achieved a position of leadership



The Late James Jupp

in the trade. The late Mr. Jupp retired from the business nine years ago and sole control of it was taken over by his son, J. W. Jupp, who has since been operating it very successfully and carrying on the tradition of capable progressive merchandising methods handed down by the founder. The deceased is survived by one other son, A. E. Jupp, and one daughter, Mrs. John Maxwell.

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses' and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

"La Duchesse" Shoe Co.

Registered
MONTREAL



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality footwear finishes



Announcement

We are pleased to notify our many friends, that we are now completely reorganized, since our recent fire, and are manufacturing a full line of Children's McKay Shoes, that are different, at no higher price.

Write for Samples and Prices.

The Small Shoes Co., Ltd.

615 St. Valier St.

Quebec



Just Round the Corner

Is winter with all its severity, and to the merchant who carries a good assortment of Standard Gaiters and Spats, goes the trade, because quality, workmanship, style and fit predominate. You can get them in all shades.



Every Pair Gives Extra Long Wear.

Standard Gaiter & Slipper Company

75-79 William St., Montreal

Phone Main 1357

Mr Gourlay, of the Beardmore Company, made a business trip to Kitchener and surrounding points.

H. E. Wettlaufer, of the C. A. Ahrens and Company, Ltd., Kitchener, is on his semi-annual trip to the west and the Pacific Coast

The Galt Shoe Company has resumed full operations and has a busy season ahead.

The Lady Belle Shoe Company, Ltd., The Greb Shoe Company, Ltd., The Woelfle Shoe Company and C. A. Ahrens and Co., Ltd., Kitchener, all are experiencing great activity. Favorable reports also come from Getty-Scott, Ltd., Galt.

W. A. Lane, dealer in upper leathers, Kitchener, reports growing demands by the trade with the revival in the industry.

A. R. Kaufman, president of the Kaufman Rubber Company, Ltd., Kitchener, who is identified with numerous civic and welfare enterprises in his community, is helping in a more-childrens'-playground movement and also in a city planning scheme, he being chairman of the city planning commission of the city.

Oscar Rumpel, owner of the Oscar Rumpel Felt Company, Kitchener, recently reviewed the conditions of the trade before the Kitchener Young Mens Club. He is optimistic over prospects.

When Retail Advertising Pays Most Readily

By John H. Bartlett

One purpose of advertising is to break down sales resistance. Probably every successful retail advertiser derives important returns from this function. Because he understands it, and has heard the cry often that, "The time to advertise most heavily is when sales comes hardest," there is real danger that he will overlook one of the greatest of all retail advertising secrets.

During what season of the year does the retail community as a whole spend by far the greatest sums for advertising? The Christmas season, of course. The Christmas season, when everyone is buying, when mountains of merchandise are moving out into the hands of consumers.

I have talked repeatedly with advertisers who advertised heavily at Christmas, and got excellent results, who complained regretfully of their ability to get profitable advertising results at other seasons of the year.

The lesson in this is not to advertise during the Christmas season, and then alone, but to lay out one's whole year's advertising campaign with this fact in mind. At certain periods, business normally comes more readily than at others, for the reason that the public normally does more buying. The figures of a certain retail trade are before the writer. These reveal that annual sales for all retail stores of the country amount approximately to 6 per cent in January, 5 per cent in February, and for other months as follows: March, 5.2; April, 7; May, 9.1, June, 10.2; July, 10; August, 8.1; September, 8.2; October, 11.1; November, 10; December 10.

A glance will tell you all you need to know

Honest value was never more evident than in the "**Peterboro**" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00
DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.
CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan
\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

"Get in this Contest, Boys!"

CAN you think of a name for Tetrault's new line of Women's Welts? If you can, jot it down on a slip of paper and send it in to us. You stand as good a chance as anyone of receiving one of the four cash prizes offered.

The contest is open to everybody connected with the shoe trade in Canada, and there are no strings attached to it whatever. Send in as many names as you like, but write each name on a separate sheet of paper, with your own name and address on the back.

The names should preferably be short, distinctive, and appropriate—befitting Canada's most popular line of Women's shoes.

The contest closes November 1st, 1923. Get busy!

Tetrault Shoe Mfg. Company Limited

Montreal - Que.

Largest Manufacturers of Shoes in Canada



1st Prize
\$25.00

2nd Prize
\$15.00

3rd Prize
\$10.00

4th Prize
\$5.00

The Federation President

(Continued from page 79)

meeting which was called early in 1921 to discuss the possibilities of provincial organization, Mr. Legg was present and was one of the strongest supporters of the undertaking. At the convention subsequently held in Toronto, he was elected to the executive of the Federation which then came into being, and at the second annual convention at Hamilton was elected vice-president. Finally at the Brantford convention this year, his fellow-members further demon-

strated their confidence in him by promoting him to the presidency.

Mr. Legg was born in England, and immigrated to this country in 1891. In 1893 he entered his father's shop and worked with him steadily from that time forward, having been taken into partnership in 1908. Many changes in the repair business and in the community as a whole have taken place during that period, but the policy of the Leggs, father and son, of honest workmanship and courteous service has remained the same and has been successful in building up a sound and permanent business.

Question and Answer Department

**These Columns May Provide the Solution for Some of Your Problems—
The Editor will Endeavor to Supply Prompt Answers to All Enquiries**

Q.—I have been trying to make some natural colored bottoms on my repair work, but although I have got some very good results I do not seem to be able to get the smooth finish without marks that they get on new shoes. How do the factories get such a smooth job?—S. C. Halifax.

A.—Several important factors enter into the production of a good factory bottom such as you speak of and the absence of any one of these is sufficient to discount the finished results obtained. The first essential is good clear stock, properly tempered, kept free from stains and properly buffed—in all of which you can do. Then follows an important operation which, while relatively simple, if you have the necessary equipment is almost impossible to duplicate without, usually spoken of as naumkeaging. The Naumkeag is really an abrasive machine, the abrasive material used being folded over an air cushion or pneumatic pad about four inches in diameter which a pump keeps continually inflated to a given pressure with cool air.

This abrasive pad or cushion revolves at a high speed and produces the very finest possible buffing results and because of its shape allows access to any style or shape of bottom without difficulty. The spinning motion does away with the possibility of scratches or abrasions while the air cooled pad keeps the material always cool and prevents heating or burning, the soft "cushion" of the pad producing results that cannot be obtained by other means.

Q.—Is there any kind of a cutter that I can get to attach to my edge trimmer that will trim low heels like those on sandals and children's shoes? Machinist, Trenton.

A.—Yes! Get what is known as a 000. (Three Naught) style cutter. These can be obtained in all sizes up to about 1/4-in. wide, have no back and will fit the ordinary edge trimmer spindle.

Q.—A friend tells me that I can get a finishing roll for my outfit made of leather. Are they used here?—Repairman, Fredericton.

A.—Leather finishing rolls can be obtained in any shape desired to fit your machine and are made of pieces of leather fastened endways into a centre hub. They are used without any covering, the finishing wax being applied direct to the leather roll. Popular in European countries—used, but not very generally, in Canada.

Q.—Can you explain in your Questions page how the little narrow welt around a stitchdown shoe is put on so evenly? After trying to repair them it is beyond me how they stitch them so neatly.—Curious, Winnipeg.

A.—After lasting on the stitchdown laster which draws down the upper "skin tight" over the last and fastens it with minute staples to the sole the welt is laid and stitched in one operation by the Goodyear. There is a specially designed table up through which the welting is passed, being held and fed in such a position that it passes directly over the awl in stitching and is fed along with the shoe as the machine stitches, being literally stitched into place. If you have lasts to accurately fit your repair work this welt can be removed and replaced by a new one when resoling by using this attachment on your stitcher.

Q.—To settle an argument please state if there is a tool called a moon knife.—Two-enquirers, Sudbury.

A.—The moon knife sometimes called a Saddler's half-moon knife is a semi-circular cutting blade similar in shape to a crescent moon from which it takes its name, having a handle attached to the concave side. It is used in the harness trades for cutting and skiving. There is also a smaller knife sometimes called a quarter-moon but more correctly styled as a Saddler's single-head knife.

Q.—What is the name of the little nails used to fasten on wood heels—they have a larger head and smaller body than the ordinary shoe rivets.

A.—Alpha Wood Heel Nails—obtainable at the best Findings stores.

Q.—I am going to buy some wood lasts for making shoes and a friend advises me to get the ones that have a joint in the middle to make them come out of the shoe easier. Do these lasts have a block and what are they called?

A.—We think you refer to the telescope or collapsible last that is so popular in shoe factory work. This last has a hinge or joint through the centre allowing the heel portion to lift and pulls much easier on this account when being removed from the shoe. It has no separate block but is made with a full in-step portion. This type of last has almost entirely replaced the older fashioned block last in shoe manufacturing in many places, is quite as strong and rigid in use and is in every way satisfactory for custom work.

A Non Advertiser's Conversion

"Sales were getting lower and lower. They were so low I'm ashamed to tell you how low they were. I came down here one Monday morning desperate. The situation was getting on my nerves. Out there in the street there were thousands passing every day. There ought to be business in that crowd, I thought.

"I phoned for a sign painter to come down. While he was on the way, I determined I would mark down a large portion of my stock. I began putting merchandise in the window, with price tags. I told the painter I wanted something big, which everyone would see. He fixed up that window. The sign was painted right on the window, covering most of it, except for a space near the window floor.

"The day following the painting of that sign, sales had increased 600 per cent. They kept up to that level for three weeks, the window sign left on. Then I took the sign off. Sales dropped off some, but they have remained way above the level at which they were when I started.

"Now I am getting ready for my next advertising stunt.

This man has a small store—perhaps an 18-foot front—on a good retail street. The window sign which started things incidentally brought on the interview by the writer. The sign said little, but the few words were well chosen. "10,000"

flamed out at the passers. The retailer had this number of articles to sell. "10c and up," a very low price for this particular kind of merchandise involved, was almost equally prominent.

I went into the store to see what a sign like this would do for a retailer who, heretofore, had not properly capitalized his frontage. And I found advertising functioning according to precedent.

In some chain organizations, 20 per cent of the store rent is charged against the windows. Where rentals run into any sizeable amount, the window not only costs a large share of the rental but it is very valuable because a great many people pass it every day. That passing traffic the efficient merchant will capitalize—with the kind of displays he makes.

If you are paying a high rent, and you speak without enthusiasm of your windows, something is wrong somewhere. Windows are too important to be neglected. Keep at them until you are satisfied they dig business from the passing crowd as you feel it should be secured.

The window sign of the convert to advertising is "scarehead" stuff. As steady diet, it grows stale nearly anywhere. For a change, nearly any window advertiser can use it with effectiveness occasionally.

Children's Shoe Products Are Genuine Sellers

The juvenile department of a shoe store can be made a much more profitable undertaking than many merchants are aware. One of the secrets of success is the careful selection of the right goods, and in this respect you cannot do better than choose from the complete range of Children's Shoe products.

Misses', Boys', Youths' and Infants' McKays and Imitation Goodyear Welts. Also a splendid range of Women's McKays.

Samples on Request

Children's Shoe Manufacturing Co.

37 Colomb Street - Quebec City

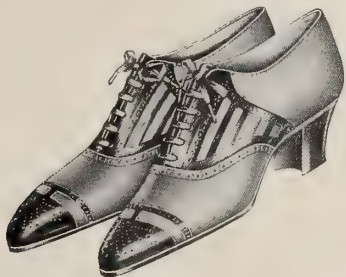
Advertising that Roused Attention

The Rowland Hill Shoe Stores, London, Ont., put on some special advertising of a very effective nature to inject some extra "pep" into business during the week of the Western Fair. The Western Fair was held from Sept. 8 to 15 and on the opening day, Satur-



Sandal pattern from Canadian Stitchdown Company's line of juvenile footwear

day, the London Free Press had a special issue devoted mainly to Exhibition topics. In this issue the Rowland Hill firm had a two-page spread given over to shoe advertising and editorial articles featuring their stores. On one page was a breezy story of the development of the business and on the other an article giving the details of a word contest for boys and girls, and an illustrated description of the children's shoe department. In the contest prizes were offered, one pair of boy's shoes and one pair of girl's shoes, to the boy and girl who would present the biggest list of



These oxfords are in dark brown suede, trimmed with kid to match. Selby Shoe Co.

words of four letters and more made up of the letters contained in the two words, "Reliable Footwear." In addition to the firm's own advertising, several of the manufacturers took space, and the result was a very effective two-page spread.

Victoria Shoe Company's Sales Staff

The travelling representatives of the newly-formed Victoria Shoe Co. are as follows: Western Provinces: Geo. P. Fry; Western Ontario, L. S. Walden; Toronto, Montreal and Eastern Ontario, Elmer Knott; Maritimes, W. A. Kearney.

"On Location"

Among the travellers covering the "Soo" territory these last few weeks were R. G. Boyle, representing Duchaine & Perkins, and Fred Shaw, of the White Shoe Co., Toronto.

H. C. Arnold set out from Toronto recently for the "Soo" with the new tennis lines of Gutta Percha and Rubber, Ltd.

Gideon Knechtel, who, for a long time was connected with the William Shoe, Ltd., Brampton, has now retired from the road and leaves shortly for an extended visit to California.

An Interesting Sample Range

The new range of Myles samples was displayed at the King Edward Hotel by J. A. Cameron recently. The line-up of turns included a number of attractive patterns, among them being various designs of cross-



Children's goodyear welt cushion sole blucher oxford—shown by Getty & Scott

straps and cut-out apron effects. The different Autumn shades were shown, and black satin was a strong feature, particularly with suede trim. Patent, too, was in evidence. Silver cloth was prominent for evening wear, and gold trim against a satin or a velvet background also made a striking and effective combination in formal types of footwear. Some short vamps were shown. In welts, the patterns were confined largely to oxfords and one-straps, with a sprinkling of two's. The range as a whole was comprehensive and pleasing.



The Famous Tanguay Ski Boot

The design and construction of this boot has been O.K.'d by the leading ski-ers of the day. It is guaranteed in every respect.

We also make a general line of medium McKays, S. S., and a full line of sporting shoes.

JOS. TANGUAY, REGD.
34 King Street, Quebec

Winnipeg Representative:
JAS. MCGOWAN, 403 Travellers' Bldg.
Toronto Representative:
J. F. Bentley, 77 Victoria Street

Nothing



Better

HUMBERSTONE

NON - RIP REG'D SANDALS



*Manufactured
exclusively by*

**HUMBERSTONE SHOE COMPANY
LIMITED**

HUMBERSTONE, ONT.

BLACK

—

BROWN

—

TAN

This is the Season for Phillips Soles and Heels

They'll actually replace
rubbers, by giving bet-
ter service, prevent slip-
ping, yet allow that neat,
shiny appearance on the
shoe at all times.

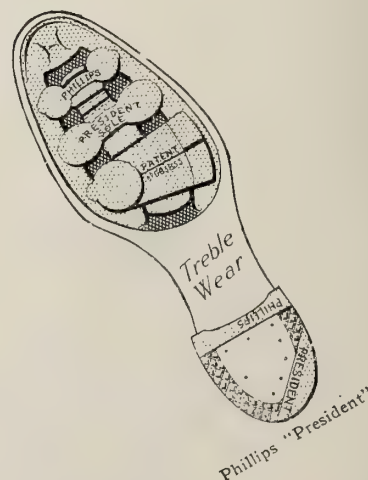
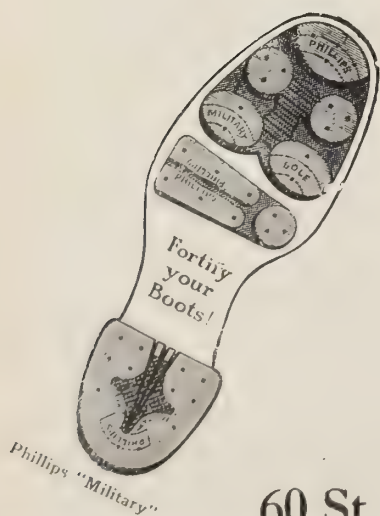
Attractive window dis-
play material with every
order.

Quebec Distributors for B. B. Polish

R. L. Brown

60 St. Paul St. East

Montreal



Portfolio of Footwear Designs

(Continued from page 18)

culty in workmanship. Designs that are simple in appearance but difficult in execution seem to be what the exclusive houses are striving after. In their novelty designs they want patterns which only preserve their fitting qualities when carried out by the most expert workmen. Some of the accompanying cuts illustrate the type of thing we mean. What strikes one, too, is the fact that the most exclusive concerns are not showing as wide a variety of patterns as formerly, but when they achieve a design that proves a winner they carry it right through the line in all the prevailing materials and combinations. They are attempting, quite obviously, to concentrate upon a relatively small number of patterns, at the same time preserving some exclusive features.

Old Stand-bys Still Good

Despite this continual striving to have something different from the neighboring stores, one is impressed with the number of old stand-bys that are being sold by the most expensive houses. Plain one-straps, with cut-outs in the quarter, and without, the ordinary sandal type with strap up the front of the instep, plain cross-straps—there are lots of them being sold on Fifth Avenue, patterns that have been going for several seasons. Many of the cleverest merchandisers in New York are catching the eye with exclusive novelties, while they are actually selling a raft of bread-and-butter stuff.

In heels, one can scarcely find anything but the Spanish and boxwood varieties. In the fancier and more formal lines, the Spanish predominates, and it is generally quite slender. It is noted in many models, however, that the graceful curve of the Louis is beginning to assert itself, which possibly may be an indication of the approaching revival of the French heel. For those who want a sensible walking heel, the 11/8 or 12/8 covered boxwood heels is the thing, though we are told that even on Fifth Avenue, the flat heel is still demanded by a certain element who have learned to appreciate its greater freedom and security.

What's New in Fabrics

For evening wear, silver brocade still holds its place. Many fancy brocades, too, are shown and sold. An innovation in the line of fabrics which has just been introduced from France is a black satin, in which a design is interwoven in silver. This makes a very pretty effect and, according to reports, is

being seized upon with avidity by prominent shoe-men. Some have been endeavoring to get exclusive rights on it in their localities, but have been unable to do so. The shoe in which we saw it exemplified was a plain one strap in black satin with the metallic silver design on the vamp.

Opera pumps are selling quite freely for evening wear, which of course means a correspondingly active demand for fancy buckles. As a matter of fact, the policy followed in many of the high class stores is to deliberately push styles which call for the addition of ornaments in order to set them off to the best advantage—this because the ornaments prove a very profitable side line and the two sales are made in practically the same time that it takes to make one.

We have made little mention of oxfords, because, though there are some sold, they really cut but little figures in the U.S. market at the moment, unless for sports wear and in the orthopedic lines. It is worthy to note that some of the best houses are very enthusiastic over their success in selling the latter type of footwear—to women as well as to men.

The situation in Chicago differs only in degree from that already outlined. New York influence, so Chicago says, stops at the 85th parallel. Chicago rules everything west of this. In this bustling western metropolis the big fellows are not all so sure that "black" is the only thing. Brown and tan are fighting to hold their place. In one definite case, however, the New York forecast of "black, black, black" receives definite support. Mr. Kirchener, Marshall Field's shoe manager, says "New York is right," and he ought to know.

The big stores in Chicago create their own designs to a considerable extent. Marshall Field, Hanan, Stevens, O'Connor & Goldberg—these retail houses all show individual features, but the same general trend is evident throughout—cutouts in legion combinations, straps in limited quantity; colors in green, brown, gray, tans and black; heels, Spanish or boxwood Cuban.

Oxfords do not enter into the style competition in Chicago. Staple lines are selling, as always, but they are merely taken for granted.

In men's, there are some distinct minor trends in the Chicago stores. The square toe is disappearing, extension soles are much in evidence and the tans are lighter in color. A few designs in oxfords with ankle straps are seen and the "trouser crease" is rather more frequently in evidence.

1903 - LUC ROUTIER - 1923

**The STANDARD of Quality for
20 years**

Only the best grade of leather used, efficient workmanship, honest value.
In ROUTIER'S shoes you are assured of satisfactory wear; they build friends.

Men's, Boys', Youths' and Gents'.

McKay and Standard Screw.

Luc Routier, 56 Colomb St., Quebec, Que.

Baby

Baby



Better Shoes for Baby — and — Bigger Sales for You

This Welt shoe is the result of long experience as to what an Infant's Shoe should be. It is made with a Cushion Insole and a better grade of stock. Workmanship and materials are of the finest throughout.

LITTLE BEAUTY WELTS

Here is the Infant's Shoe that you have been looking for—a real quality shoe that pleases the mother and helps to win the family trade. If you are not already familiar with it, write for samples.

Sole Distributors for Canada

Robert Ralston Company
Hamilton — Ontario

Manufactured by

The Baby Shoe Company
Belleville - Ontario

Baby

Baby



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Signs of the Times in Canada's Industries

The great war crop of 1915 has been left behind by a hundred million bushels. The vast flood of grain is moving eastward from the prairies from what is estimated to be the greatest harvest in Canada's history. A leading paper poignantly says, "if the people of this country were not so strangely pre-disposed at this time to suspect that every egg is addled and that every to-morrow is going to be a disagreeable day, the enormous crop of 1923 would set this country singing from coast to coast, and everyone would begin to be as busy and happy as bees in clover." Business generally is taking on a rapidly improving aspect, and to observe another significant sign, one need but reflect that unemployment has almost ceased to exist in Canada. Immigration is on the increase and there will constantly be more people to shelter and clothe.

In the construction industry—the second basic industry of the country—contemplated new work reported during September, totalled \$50,799,000, or \$11,707,200 more than a year ago.

All these signs surely point to the restoration of Canadian business to normal prosperity and rapid development.

The "Tackless Selling Appeal"

**WILSON MARK
TRADE SEWED**



GIVE your salesmen and your business the benefit of the "selling appeals" and advertising advantages in shoes of the Wilson Sewed type. To the smashing fact of **TACKLESS-NESS** they add other high-sale and re-sale values.

Smart style, greater foot-comfort, sound shoemaking, and strength to retain their dainty shapeliness are combined in all grades of tackless Wilson Sewed shoes made to sell at attractive prices by many licensed manufacturers.

Genuine Wilson Sewed shoes bear the registered Wilson Sewed mark—your safeguard against adjustments and dissatisfaction. Let your customers know it is also a guarantee that your shoes are up-to-date in shoemaking as well as in style.

To All Manufacturers

Use your regular lasts. Use your welt or McKay equipment. Make tackless Wilson Sewed for high-speed, high-styles, high-sales and economy.

*East or West
You Can Buy Better Values
Wilson Sewed*

Address all Inquiries

Wilson Process Incorporated

*Canadian Pacific Building
City of New York*



SHORT STITCHES

Russell W. Walquist of New York University has just concluded some research work to find out what "selling appeals" are most effective in influencing women to purchase shoes. In other words: What kind of shoes does the average woman want?

To get as near the "urban average" as he could, Mr. Walquist submitted a long list of "sales appeals"—thirty-two of them—taken from many advertisements of well known manufacturers and retailers, to female clerical workers of varying salaries and stations in a big New York City insurance company. His findings are reported in *Printers' Ink Monthly* for September.

Tabulation of results showed that for these women the **SIX STRONGEST SELLING APPEALS** were:

1. Neat appearance.
2. Smart style combined with foot-comfort.
3. Greater foot-comfort.
4. Shoes that stay stylish.
5. Careful workmanship.
6. Durable leather throughout.

I'm sure I do not over-step the bounds of fact when I say that more than any other standard type of shoe in factory production today, the flexible, close-edged, tackless Wilson Sewed shoe fulfills those first four requirements. It is particularly true that Wilson Sewed shoes retain the dainty shapeliness and style that makes them attractive.

Number 5 depends on the factory, of course. And number 6—durable leather throughout—of that the Wilson Sewed mark, stamped on the sole, is a veritable guarantee in regard to the very foundation of the shoe. It is a guarantee of a durable leather insole—because one cannot channel an imitation or substitute insole.

To be up-to-date in shoemaking as well as in style, specify Wilson Sewed—H.L.A.

In the New England Market

New England Factories Well Occupied on Fall Orders —Sole Leather Buyers Shop Around and Buy in Small Lots—Moderate Upper Leather Business—Development of Blacks in All Finishes

FROM THE BOSTON CORRESPONDENT OF "FOOTWEAR IN CANADA"

Shoe manufacturing is active, and as orders for shoes are placed far ahead, this activity is significant of a better general feeling as to future business. Shoe factories of New England continue to show relatively more activity than other branches of the hide, leather and footwear markets. At the moment, most of the factories are well occupied on fall orders, and the outlook points to an active season. Even more encouraging is the increasing foreign trade, to which the manufacturers look for the rehabilitation of their industry. Latest available Government statistics show exports of men's, women's and children's shoes for the first seven months of this year to amount to 4,498,108 pairs, valued at \$10,512,515, contrasted with 2,984,029 pairs worth \$6,672,067 for the like period of the previous year. This gain is particularly significant, in view of the fact that capacity production of American tanneries is about 50% greater than domestic consumption absorbs. Some of the keener minds in the trade now look to restored foreign business as the only road to pre-war normalcy. Employment in the boot and shoe industry of the nation gained 4.4% in July over the previous July, and was 4.2% more than in June, 1923. The situation in the leather field is more confusing, with production affected by restricted demand. Specialty leathers receive most attention, but these are only finished as actually ordered, owing to the rapidly changing styles. There is a surplus in some lines of finished leather, more especially in heavy grades. Stocks of finished leather, held by tanners at the end of July were larger for the most part than at the end of June, as shown by the monthly leather census conducted by the Government. At the end of July, 1922, however, the stocks were larger than at this time. Twelve months ago employment in the leather industry of the country was 5.5% smaller than in July of this year, though the latter showed a decrease of 6% from June. In twenty-three Massachusetts tanning establishments, employment decreased from 4,514 persons in June to 4,430 in July, with seven of the concerns on less than normal operating schedules. Tanners consequently are not heavy buyers of raw materials. The usual policy of seeking the lowest possible priced hides and skins is more pronounced and in many instances light packer hides are found to be relatively less expensive than country stock, as the latter is usually held for higher prices than packers have brought during the past thirty days. Meantime the hide and skin trade look forward to the approaching fall kill, which provides the best quality hides of the year, as the needed stimulus to better business.

Sole Leather

The sole leather market, from the tanners' standpoint, is in an unsatisfactory condition. Buyers are wary, claiming that prices at which they hold their shoes for this season compel them to shop around and pick up lots of leather at cut prices in order to fill orders without loss. They are buying in small lots,

and often, especially if a tanner has a surplus of any weight or grade on which to make a clean-up, he would shade his price a little.

Green Hide Sole

Sales are reported in a small way, but on the whole the market is dull. Volume of business, as well as the actual prices obtainable, are wholly unsatisfactory to the regular tanner, who is in the game to stay, and who has hides bought on the market along with leather constantly coming in which actually costs laid down in Boston more than the selling prices of today. Some stock has been sold at very low prices, compared with quotations on standard leather, but there are tanners who will not sacrifice their leather by cutting prices to meet the present demand for cheap stock. They have faith in the future of sole leather and prices that will show a legitimate profit on honest leather economically tanned under right conditions.

Union Sole

The largest and most reliable tanners report that present business is largely hand-to-mouth buying on the part of both shoe manufacturers and sole cutters. Part of the cutters have settled with the strikers and resumed business, which after awhile will approach normal, when they will buy and cut considerable quantities of union backs. Boston sole cutters are still in trouble and are not cutting anything like normal quantities of backs.

Standard tannages of packer steer backs now quoted:—

Heavy grades	47c to 50c
Light and Medium grades	44c to 47c
Cow backs, medium	40c to 46c
Light	40c to 42c
Country hide	32c to 37c

Oak Sole

Some sales of fair volume reported this week. The range of quotations and actual selling prices are wide. Packer backs, up to lots of 10,000, sold at 45c while cheap selections of backs have been offered to shoe manufacturers down to 22½c for a clean-up. Good oak tanned backs are quoted to prospective buyers from 30c to 50c, and bends 40c to 60c, with finders' bends at higher prices. A buyer is now compelled to see or cut samples of leather quoted to determine its real value.

Belting Leather

We are told that belt makers are buying some rough butts, the prices said to have been for standard tannages being 66c to 68c per pound; some inferior lots at lower prices. Curried leather moving moderately at full quotations.

No. 1 Sides	83 to 86
No. 1 Butt bends	97 to 1.04
No. 1 Centres	\$1.18 to \$1.27
No. 2 Centres	1.18 to 1.22

DOMINION

Why Davis Calf?

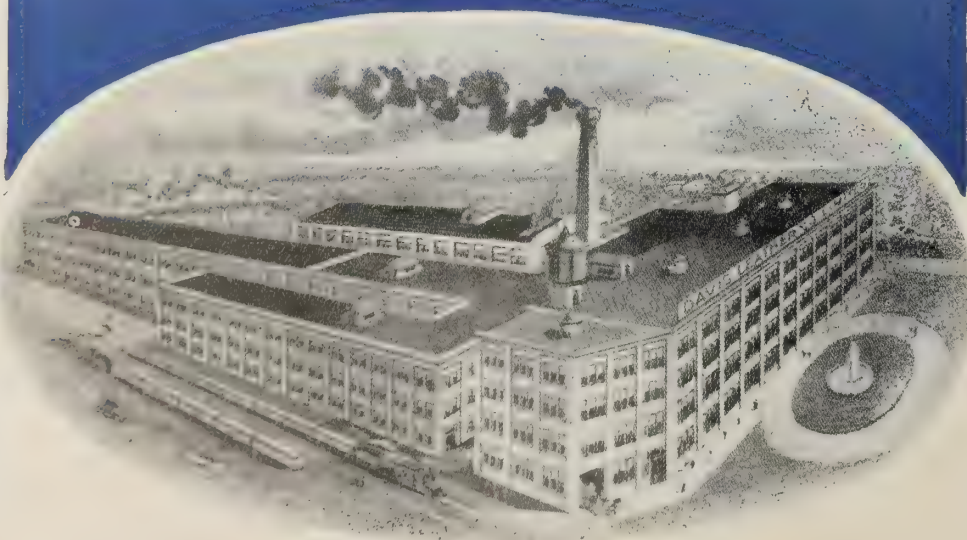
A more brilliant lustre, a finer texture and a higher cutting value distinguishes this superior leather. Shoes made of Davis calf fit better, retain their shape longer, and are more comfortable.

Samples of the following will be gladly forwarded for your inspection.

Davis Colored Calf in latest shades of Brown, Red and Tan. Black Dominion Calf in bright and dull finishes. Davis Boarded Veals in three colors.

"A Leather for Every Shoe"

DAVIS LEATHER CO., LIMITED
Newmarket - Ontario



Rough Bark Splits

Not much demand. Some large lots of belt knife sides 6 to 14 pounds, held in this market. Tanners holding at 14c; probably a bid of 12c would get them. They make a heavy wax split for export.

Bark Flexibles

Local handlers of this stock report that new business is slow and unimportant. Prices remain substantially the same as during the last month. Some good sized sales have been reported on light stock at prices around 6½c to 7½c.

Chrome Flexibles

A small peddling trade; here and there a roll reported and at low prices. A good belt knife side, 3 to 5 iron can be bought down to 8c per foot; some customers will pay a few cents more for a selected lot.

Dry Hide Sides

This line of bottom stock is handled in the local market in a limited way. Only a few tannages and the leather is tanned in color to correspond with oak and union, which will produce a light colored sole on a medium and cheap shoe. The heavy sides are quoted 24c to 28c, according to quality; medium and light down to 20c.

Chrome Sole

This line of outersoling is going slow, because many combination soles are being used as a substitute for chrome on all kinds of outing and play shoes, some costing more and some less. Heavy Java sides, 7 to 11 iron, now quoted up to 35c, others down to 30c; 6 to 8 iron green hide, 18½c to 20c. Heavy shoulders, 25c; light, 17c; 1,500 sides of 5 to 9 iron country hide just sold at 18½c.

Upper Leather

Reports gathered from the various departments indicate only moderate business. A prominent feature is the development of blacks in all finishes. Favorable comment is heard regarding foreign developments, among which is our being nearer to possible increased export, the result of which would naturally stimulate the general market. Very few sales of large amount are reported, and the bulk of business received is on the medium and lower selections. Some of the local retail stores are advertising shoes at what appears to be below cost, and styles exhibited are the latest. On the other hand some stores are advertising shoes at prices that must show a long profit.

Calf Leather

Full grain in colors and blacks, suitable for men's trade, is moving in fair amount, while light weights continue draggy. The former are quoted at around 45c, 40c and 35c for first three selections, with lower down to 25c. Light weights approximately 5c less per grade. These prices on leather from best class raw material. Lower prices according to material used. Ooze finishes, while moving in fair amount, are not realizing the volume enjoyed recently. Colors quoted from 50c to 80c, with choice higher; medium down to 40c lower down to 25c, and cheap assortments below this.

Side Leather

Full grain colors and black in plump weights are having fair call in the medium and lower selections. Buyers' ideas of prices are below tanners', especially on the better selections. Colors in chrome full grain

are quoted around 30c for top, 25c for medium, 20c for lower. Job lots and snuffed from around 12c up. Blacks on better selections equal to colors; others 2c to 3c under. Buck finish in colors quoted around 45c for top selections, medium around 35c, lower down to 25c.

Patent Leather

An increase is reported in sales of this class. In full grain chrome patent sides some good values are offered between 30c and 40c. Standard makes, using best class raw material, are quoted up to 45c for top around 35c for medium, down to 25c for lower. Very light weight and snuffed sides from around 15c and up.

Glazed Kid

Sales comprise small individual amounts. A fairly steady business is being received on both colors and blacks, but the total is very far from the capacity of tanners. Staples are commanding better attention, while the lighter tones are sought in smaller quantity, and only those houses which are consistent producers of same report any favorable volume of sales. Colors from best classes of raw stock quoted from 80c to 65c for top selections, choice higher; medium 60c to 40c, lower to 20c; blacks from 5c to 10c lower per grade. Leather from lower cost raw material in proportion, with culls from around 8c up.

Sheep Leather

Tanners and dealers report a better interest being shown for shoe purposes, but that same is on stock at a price and consisting of medium and lower selections. Ooze finish and russets are selling in fair volume. Combination tannages in colors quoted from 18c to 16c for top selections, medium down to 12c, lower down to 8c, glazed blacks from 2c to 3c lower.

Regarding the New Sales Act

In connection with the new Sales Act which goes into effect January 1, 1924, manufacturers and wholesalers are reminded in a C.M.A. circular that those who desire to make application for deduction of the sales tax paid on materials on hand on the first day of January, 1924, in respect of goods which have been, are being, or are to be used in, wrought into or attached to articles to be manufactured or purchased for sale, which articles are subject to sales tax, shall signify their intention of so doing in writing to the Collector of Customs on or before the 1st day of December, 1923, and shall submit an inventory in duplicate to the Collector of Customs at the port in which the business is located, not later than March 31, 1924. In connection with refunds of sales tax on returned goods, the Department of Customs announces that where goods are returned as unsatisfactory or damaged in transit and where goods of the same value are supplied in exchange, no charge being made for the goods so supplied, no tax is chargeable on the goods supplied in exchange. Where the articles supplied in exchange are of greater value, sales tax is collectible only on the difference in value. Where the goods supplied are of less value, the amount of tax on the difference will be refunded. If the returned goods are not replaced the whole of the tax will be refunded. In the case of goods being damaged necessitating their destruction, a refund of the tax will be made but goods to replace those destroyed will be subject to the usual tax.

Lawrence Leathers
are
Reliable Leathers

WHEN you call for LAW-
RENCE LEATHERS in
your orders, you have done your
utmost toward securing your
customer's satisfaction—
—in the service the leather will
render and in the pleasure it
will afford through the correc-
tion of the color.

*May we have your name for our mail-
ing list, that we may send you promptly
samples of each new Lawrence color as
it is issued.*

A. C. Lawrence Leather Company

210 South Street, Boston, Mass.

New York

Rochester

Philadelphia

St. Louis

Cincinnati

Chicago



In the Ontario Markets

Improved Demand Reflects General Improvement in Business in the East—Beneficial Effects of Fall Fairs—Rubber and Felt Lines Keep Moving Steadily

While present indications should not be considered a barometer earlier predictions that the bulk of the year's business will be done in the latter half of the year are being followed by favorable signs in the leather and footwear industry in the district. There is practically no line of manufacturing connected with these industries that is not experiencing an impetus which started about three weeks ago, including the tanning industry, the boot and shoe industries and the shoe manufacturing supply houses, parallel to which are improved conditions in the local retail trade. Both were expected owing to conditions that have prevailed in the last few months and to the lessons of experience. It is still too early to make any statement on the probable extent of trade throughout the Dominion, for by far the greater part of business secured recently by manufacturers has been confined to Ontario and to export, the latter of course being only in the tanning industry. The improvement in the east, however, is so general that manufacturers are confident the fall run will be well up to normal, although it is recognized that present demand on the part of retailers has been intensified by low stocks and the consequent rush with orders by dealers who while asking for more shipments are still keeping consignments below proportions that could be considered normal. The view prevails, however, that even if the activity in the industry may not retain its present impetus until the end of year the various lines of manufacture and allied establishments will have a satisfactory season's business. While not sitting back with folded arms in the assurance that business is as certain as are day and night, manufacturers are optimistic and satisfied with all signs.

In the tanning industry increased demands for leather are being met with in both the domestic and foreign fields, particularly however, in the former as a result of greater activity in the boot and shoe industry. In the export branch the trade with England is more than being maintained and tanners note an encouraging sign for the future in recent weeks in the numerous enquiries that are being received from the foreign fields. Not only has the word come from representatives in England that a heavy fall business is in sight but prospective buyers in such countries as Palestine and British Honduras have established communications with local tanners. While no definite results have as yet been reported the interest shown is taken by manufacturers as meaning business in the near future.

As is to be expected in view of past experience the price of hides remains firm there being an upward trend. Except in the war years and in the period immediately following it the rule has been that hide prices have gone up in the latter period of the year. With the better grade of hides coming in prices in the next few months therefore will continue to go upwards, tanners readily paying the higher prices.

Scarcity of Help in Cutting Rooms

There is general activity in the leather boot and shoe factories in the district. The fact that there is

a scarcity of help, particularly cutters, is an indication of the extent of the increased business. The sudden increase in the volume of business after the period in which the industry offered little employment to some naturally induced a number of employees to accept other lines of employment or to seek a change in the western harvest fields. Efforts by manufacturers to fill all posts are meeting with success, quite a number of such employees coming back to their old posts.

Exhibits Had Good Results

The first indication of the advance of the season was noticed about three weeks ago when orders from all over the province became general. Coupled with the march of the season was the weather which brought a heavier demand upon the retailer. The transformation from light to heavy goods had arrived and dealers found that the time for placing orders had also arrived. The exhibitions at Toronto and London also produced results, especially in the newer lines. It has been found that the newer lines offered by the manufacturers have stimulated demand and brought extra business to the men on the road. Heavy buying houses also have begun to place orders, both in this province and in the west. Reports from travelers on prospects with the retail trade generally throughout the west are still not available.

Business seems to be coming in well from all points of Ontario as well as from the centres where the larger houses are located. In a few centres, however, where there has been civic and commercial activity, including building, reports are particularly gratifying. In a number of instances handsome orders have been received from towns which have had a good building year, the logical sequel to the earnings of their people who are thereby helping to keep money in circulation and improve trade conditions generally.

Felt Lines Active

In the felt line the conditions are equally as satisfactory all local plants being well employed, this applying to both the shoe and slipper lines. The operation of certain departments for 24 hours is being considered in one local plant which has been running twelve hours a day for some time. An innovation has been found profitable in another plant where the large space and equipment have permitted diverting part of the plant to the making of a leather line at this period of the year thereby keeping up the output of the large factory.

Rubber footwear plants are now steadily engaged on the turning out of orders placed last spring, large shipments going out daily in all plants to points throughout the Dominion.

Mr. Rose of the hide firm, Rose and English, New York, and one of his principals from South Africa, called on the Kitchener tanners recently.

SHEEP SKINS

EDWARDS AND EDWARDS
 LIMITED

*“There
is a
Grade
for
Every
Trade”*

IN the E. & E. Range, you will find practically every grain in both black and colors—but only one quality, the BEST. You will find it adaptable to most uses where service must prove equal to the test of wear, and also where appearance is a selling factor.

Exact tannages for shoes, gloves, saddlery, upholstering, bags and suitcases, fancy and novelty goods, embossed leathers, etc.

WHY NOT *WRITE US FOR SAMPLES
AND PRICES ?*

EDWARDS & EDWARDS LIMITED

HEAD OFFICE: 27 Front Street East, TORONTO
TANNERIES: WOODBRIDGE, ONTARIO

Quebec & Maritime Provinces—John McEntyre Limited, Montreal, Que. Fred Duftons, Western Ontario representative—Kitchener, Ont.

Montreal Firm Branching Out

The Crescent Shoe Company, 864 Laurier Ave., E. Montreal, now has branched out in the manufacture of additional high-grade McKays and Imitation Welts for Misses and Youths, and samples will be shown to the trade within the next week or ten days. Mr. G. A. Bleau, superintendent and manager of the plant, is looking forward to good business in these new lines, in fact he has already booked several orders. This firm started manufacturing operations some four years ago and is developing very fast and the Crescent line is one which is very much favored by the trade.

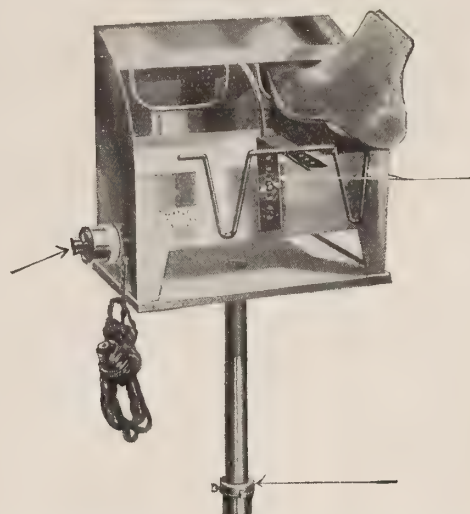
Williams Shoe Reorganization

Members of the footwear industry will be interested in the announcement regarding the reorganization of the Williams Shoe Ltd., Brampton. The president, John McMurchy, has now taken active charge of the business, and his son Harry McMurchy is appointed manager. The position of superintendent is filled by L. F. Mallett, and that of office manager by H. A. Teasdale. It is announced that the factory staff is being considerably increased and that twenty travelers are taking the road with the object of boosting this year's business to \$1,000,000, as compared with last year's total of \$700,000.

Getty & Scott Inaugurate New Policy

An important change in policy is announced by Getty & Scott, Ltd., Galt, Ont. This firm, which has long been known as manufacturers of women's and children's shoes, will in future concentrate its

Electric Box Toe Steamer



An electric box toe steamer, designed to be especially useful in shoe manufacturing, has been put on the market by the Watlow Electric Mfg. Co. The device furnishes steam for the box toes which are shaped under its influence. A three-regulator switch is furnished with the machine.

attention upon the juvenile lines.

The production of women's footwear has become such an important factor in the business that the advisability of a more specialized effort in their manufacture has become apparent. With this object in view, the company has arranged the transfer of its women's shoes to the Victoria Shoe Company, Galt. This latter concern's representatives are setting out on the road shortly with a new line of samples.

The Sun Puts the Finishing Touch on Patent



When patent leather comes from the ovens in the enamelling room, it is taken outside and sunned, thus adding to its rich glossy surface. The above photograph was taken at the Robson Leather Company's plant.



Well dressed women
are everywhere demanding patent
because of its inimitable smartness.

**Black Beauty patent in catering
to this trade offers smartness plus
those other essential qualities of
durability, flexibility and lasting
lustre.*

**BLACK BEAUTY — a pro-
duct of*

The ROBSON LEATHER CO., LTD.
Oshawa Ontario

BLACK BEAUTY

Portrait Gallery of the Canadian Shoe Manufacturing and Leather Industry

No. 4—Edwards & Edwards, Toronto



Mr. W. S. Edwards

Edwards and Edwards is a comparatively young concern in the Canadian leather industry, but one that has made remarkable strides since its establishment in 1909. It is in reality an offshoot of a much older firm, J. E. Edwards and Sons, which has been in business for over forty years. J. E. Edwards & Sons formerly tanned leather, in addition to the manufacture of leather goods, which they still carry on. Some fourteen years ago, however, it was decided to divorce the tanning end of the business and run it as a separate concern. So the new firm was established, under the name Edwards and Edwards.

The moving spirit in the organization since its inception has been Mr. W. S. Edwards, son of the president of the parent concern, Mr. W. H. Edwards. The latter has a half interest in the business of Edwards & Edwards, but its development and direction have been in the hands of the younger man.

It was quite early in life that Mr. W. S. Edwards set out to build up a tanning industry on his own responsibility. His training with the older company had not been lengthy but that it was thorough has been evidenced by the success with which he has met in building up the new venture.

The J. E. Edwards & Sons firm had been carrying on their tanning operations in the old D. S. Brown tannery in Cannington, but when Edwards and Edwards was formed this end of the business was moved to Toronto and established in a plant on Dupont Street. Business soon began to expand and in 1911 it was found necessary to secure new buildings to take care of it. Again in 1916, continued development of demand made an expansion of manufacturing facilities necessary, and a tannery was purchased at Woodbridge, which was operated for two years in conjunction with the Toronto plant. Finally, in 1918, the Toronto factory shut down and the entire equipment was moved to Woodbridge. The head office and warehouse, however, was established in Toronto at 27 Front St., East. Further extensions have been made to the Woodbridge tannery during the last four years which have increased output considerably, and on May 1 of this year Edwards & Edwards moved their Toronto office and warehouse to larger premises at 79 Front St., East, providing improved facilities for service.

During the period since their inception, Edwards & Edwards have been continuously developing and adding to their line, and to-day they are producing practically every kind of sheep leather for which there is a demand in Canada, including the various grades of fancy and staple leathers demanded by the shoe trade, glove leather for heavy and fine gloves, upholstering leather, bookbinding leather, bag and suit case leather, coat leather and light goods for various requirements of the harness trade. They have also been quite successful in the production of kangaroo leather for footwear.

Solves Your Problem!

Whenever you are in doubt as to where you can buy the best value-giving

Side Leathers and Welting

just get in touch with us for samples and prices. We carry a complete range. Our Goodyear Welting is guaranteed to be the finest obtainable, being cut from specially selected sides.

Finished splits of all kinds.

Bag, case, strap, belt and bookbinder's leathers.

Wickett & Craig Ltd.

Toronto - Canada



A Complete Range

COLLIS CALF, made smooth and grained.

Black and colors, in all weights and grades, also

**Brilliant
Black
Suede**

It satisfies.

Samples gladly submitted

The Collis Leather Co. Ltd.

Aurora - Ontario

In the Montreal District

**Outlook More Hopeful than for Many
Months—Production up to Present
Date Almost Equal to Same
Period in 1922**

Although many of the shoe factories in the Montreal District are not operating at capacity, nevertheless the situation already is considerably improved and the outlook, in the main is more hopeful than has been the case for some months. Orders which would aggregate an important total have already been received recently, most of this calling for immediate delivery, and it is noticeable that whenever any improvement is shown in retail trade the manufacturers and wholesalers feel the effect at once. Retail stocks of saleable footwear unquestionably are low. Merchants are buying conservatively, but this is a healthy condition and provides a safeguard against depreciation. Some plants have been very busy, but this situation is not general and reliable information indicates that Canadian shoe production to date this year has been slightly—but only slightly—less than that for the same period of 1922.

British Imports on the Increase

The sharp increase in imports of leather and felt footwear from the United Kingdom is causing considerable uneasiness. The latest figures show that Great Britain is shipping more shoes into Canada than are imported from the United States. Eastern manufacturers shipping to some parts of Western Canada, and particularly to the Pacific Coast, are under the handicap of rail freight rates considerably higher than the transportation charges on English footwear shipped via the Panama Canal. It is pointed out that the rates of the British Preferential Tariff on boots and shoes are now so low as to afford no net protection to the Canadian shoe manufacturing industry.

There are indications that Canada's export trade in boots and shoes may be counted upon to make a steady, even if slow, growth from now on. It will be remembered that the large export business which was built up under war and immediate post-war conditions was cut off almost overnight. Canadian leather footwear was exported in August in the amount of 19,172 pair, valued at \$40,353, as compared with only 3,105 pair, valued at \$6,900 for the same month of 1922. British South Africa was the principal destination of the Canadian shipments. For the twelve months ended August 1923, total exports of leather boots and shoes from Canada, were valued at \$202,025, as against \$181,555 for the twelve months' period immediately preceding.

Club Members Visit Leather Tannery

At a recent meeting of the Kitchener-Waterloo Rotary Club, Mr. Louis Lang, general manager of the Lang Tanning Co., made an interesting address on the tanning industry, following which he invited the members to make a trip through the Lang plant and see for themselves the operations and processes which he had described to them. A large number of the members availed themselves of the invitation the following week.

SHOE SHANKS

McKay Turns and Welts

**All Steel
Leatherboard
Leatherboard & Steel
Leatherboard & Wood**

**Remember that each Steel is
specially tempered**

Write for our Samples and Prices

**The H. W. Steel Shank & Specialty
Company Limited**

Preston

Ont.



**This Mark Stands for Prestige, Power
and Consistent Performance in Business Publishing.**

**It is the Guarantee of Interest for the
Reader and a Wealth of Purchasing
Power for the Advertiser.**

Hugh C. MacLean Publications

LIMITED

349 West Adelaide Street

Toronto



Foot Beauty

Individual character is a feature of "United" lasts. United modelers have gained a reputation for their ability to anticipate fashion trend.

Build your shoes right—from the ground up—by using "United" lasts.

Consultation with us is the **first step** towards perfecting your product.

UNITED LAST COMPANY LIMITED

Lasts and Upper Patterns

MONTREAL, QUE.

Toronto Sales and Pattern Shop, 76 Richmond St., East

Fraudulent Assignments Earn Heavy Penalties

Statement Issued Under Joint Authority of Shoe Manufacturers' and Wholesalers' Associations

Shoe manufacturers and wholesalers are determined to make every effort to obtain adequate punishment for all shoe merchants guilty of fraud in connection with assignments, according to a statement issued jointly by The Shoe Manufacturers' Association of Canada and The Shoe Wholesalers' Association of Canada. These two organizations have formed a Shoe Trade Credit Bureau, which is keeping a close watch on all assignments and compromise proposals. The shoe industry feels that it has suffered from excessive leniency on the part of Judges in dealing with cases of this kind and also from technicalities of the Criminal Code and the Bankruptcy Act, but representations in this connection have been made to the Department of Justice at Ottawa urging that sentences be provided which will serve as an effective punishment and deterrent.

In one recent case, creditors obtained a sentence of four month's imprisonment, with hard labor, for a Montreal retailer who was found guilty of concealing certain property and of disposing fraudulently of goods which he had obtained on credit and for which he had not paid. In this case the debtor had escaped to England and forfeited his bail, but the creditors had him traced for months and finally obtained his arrest and imprisonment. An appeal was made for a still more severe sentence, but it was lost on a technicality. Another interesting case will be heard next Monday. In several instances recently creditors have had debtors examined before the courts and there is a determination throughout the trade to make an example of those guilty of fraudulent practices. By adopting a strict attitude in matters of this kind, manufacturers and wholesalers believe that they will help to protect the legitimate and honest retailers against unfair competition. It is also noticeable that shoe manufacturers and wholesalers are refusing compromise and extension offers, except under very special circumstances.

Dame Fashion Turns Leather to Many Uses

Chinese Influence Will be Felt in
Styles During Next Year

"This is a leather year," reported Fraser M. Moffat, President of the Tanners' Council of America on his recent return from a visit to various shoe manufacturing centres.

He was interviewed at the offices of the American Sole and Belting Leather Tanners, where he was comparing notes with T. R. Elcock, President of the latter association.

"The use of leather is being emphasized everywhere," said Mr. Moffat. "It is chiefly because of style. Every report from Paris tells of women wear-

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

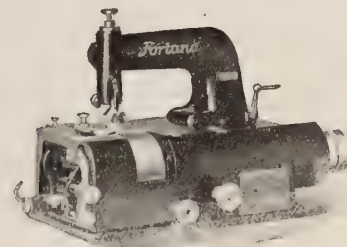
Textile and Special Machinery
Harris-Corliss Steam Engines

Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

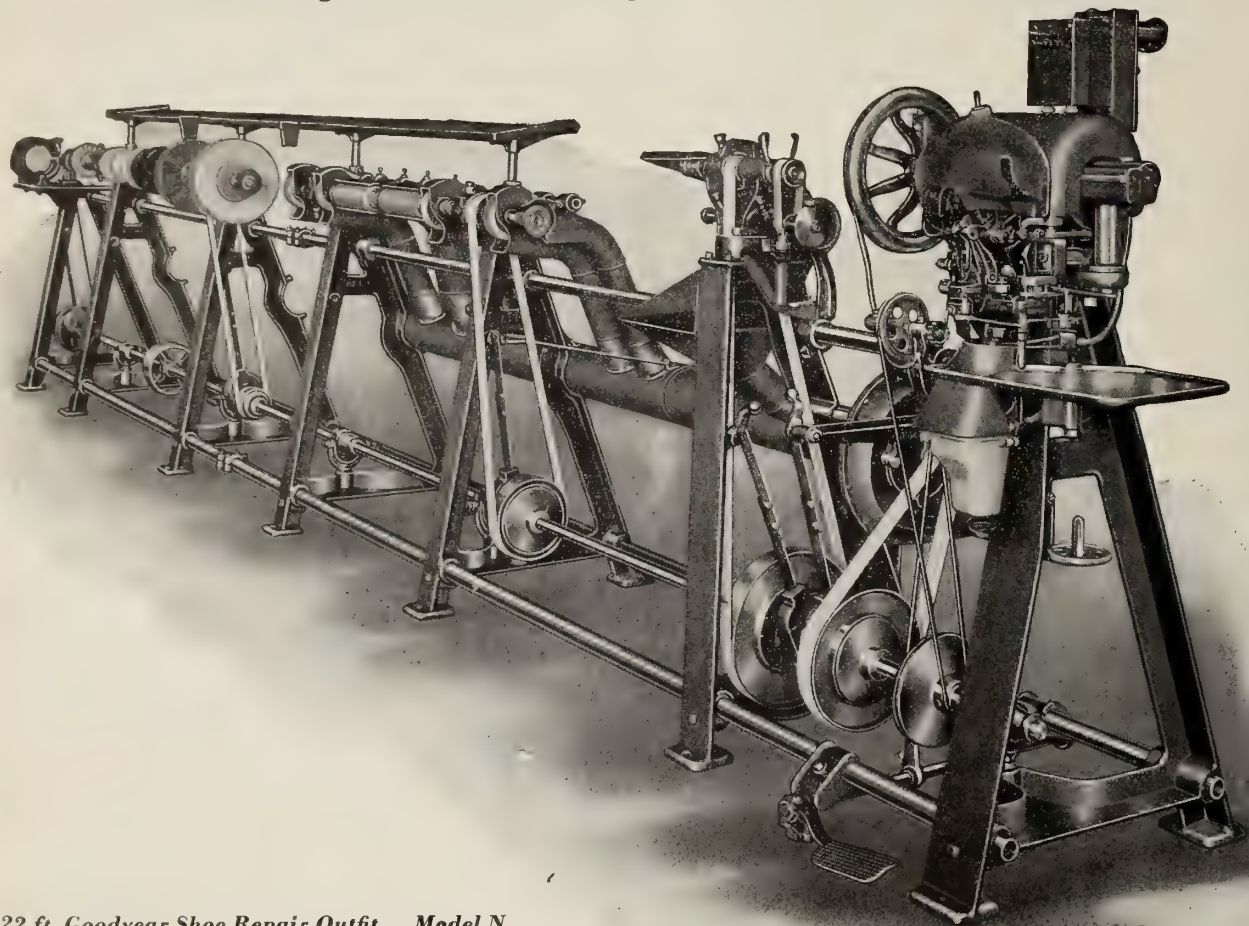
Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

EVERYWHERE EVERY MORNING

Somebody Wants Goodyear Welt Shoes Repaired



22 ft. Goodyear Shoe Repair Outfit. Model N.

One of our Complete Line of Attractive Models. All Built in our Montreal Factory

Are You Equipped To Handle This Work To Advantage
A GOODYEAR OUTFIT

Naturally Attracts and Builds new Business
Assures the Utmost Production From Your Labor
There is a Size that is Right for Your Business
Installed on Terms that you Can Afford

BRADBURY PATCHING MACHINES

Write for Catalogue Prices and Terms To-day

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

KITCHENER

88 Ontario Street S.

TORONTO

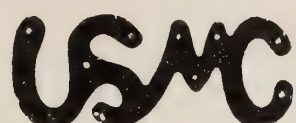
90 Adelaide Street W.

QUEBEC

28 Demers Street

CERTAINTY

The Satisfaction of Known Production
is Assured With



Machines and Equipment

Famous for Quality Plus Service rendered

A Practical Machine For Every Purpose

SOME OF OUR MORE RECENT INTRODUCTIONS:

Twin Edge Setting Machine Model A —*Electric Heat*

Goodyear Inseam Trimming Machine Model C—*A Perfected Operation*

Pull Over Machine Model E —*Eleven Tack—For Turn Work*

Splitting Machine Model A —*A Belt Knife Splitter For Upper Leather*

Pump Lining Trimming Machine—Boothco —*Fills a long felt want*

Wood Heel Attaching Machines —*Last Drilling—Heel Attaching—
Screw Removing*

And many others that our experts would gladly explain

Let us confer on your requirements

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

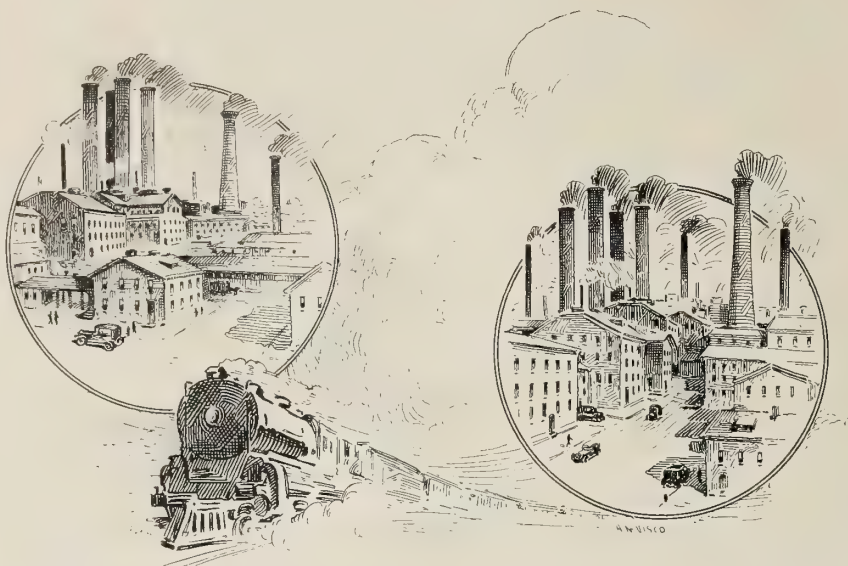
Main Office and Factory:

MONTREAL

TORONTO
90 Adelaide Street W.

KITCHENER
88 Ontario Street S.

QUEBEC
28 Demers Street



For Your Benefit

Two Large Factories are producing Mutual Bichromates for your benefit as well as ours. These factories stand behind your contract to insure quality, uniformity and shipments.



MUTUAL CHEMICAL CO. of AMERICA

110 WILLIAM STREET

— NEW YORK, N.Y.

"Mutualize Your Chrome Department"

ing leather belts and coats and hats. Most of the leather is colored.

"There is every indication that the Chinese influence will be felt in styles over the next year. Style experts told me that blues, yellows and reds will be dominant.

"An amusing feature of all this is," he continued, "that leather made on this side of the water seems to take on wonderful virtues after a trip abroad. Much of the leather being used in Paris is made in this country, shipped abroad, made up and sent back with wonderful qualities—which it, of course, originally possessed but which seem to have become intensified after a sea voyage!"

Mr. Mofiat said that efforts are on foot for improvement of the quality of raw materials used in the stylish leathers.

"Goats and sheep," he said, "are not grown in hot houses, but take their chance in life. The result is often physical damage. We must reckon with that and there is now a strong, intelligently directed effort to improve the supply, which comes from many parts of the world."

Ten Per Cent Wage Increase Granted by Brockton Manufacturers

A general wage increase of 10 per cent. in all the factories of members of the Brockton Shoe Manufacturers Association, effective September 30, was announced by the association recently. The joint shoe council of the Boot and shoe Workers' Union requested this advance some time ago.

The last wage change in the shoe industry here was in March, 1922, when the State Board of Conciliation and Arbitration, to which the question had been submitted for arbitration, decided upon a wage cut of 10 per cent. The increase will affect about 13,500 employees in sixty-three factories.

Chinese Markets Offer Opportunities

Western goods of all kinds have become popular during the last few years in China, especially in the south, where the standard of living is supposed to be higher than elsewhere in that country.

The demand for Western goods has resulted in the introduction of foreign-styled leather shoes, made by hand from native and imported leather. Locally made foreign-styled shoes modelled somewhat after the native slipper, with leather tops and soles, retail at 50 cents to \$2.50. Shoes with rubber soles sell for \$3. Shoes with leather soles and cloth uppers retail at 75 cents; if the soles are of rubber the price is slightly higher. The leather sandal is much in demand and costs 25 to 40 cents.

Imported shoes are stocked only by the larger shops and department stores, the consul reports, and men's shoes of U. S. and British manufacture sell at from \$10 to \$12, and women's shoes at \$8. Tennis shoes, with rubber soles and canvas uppers, are imported from North America and sell at \$2.25.

Elastic web used in edging is imported chiefly from America and England. American canvas for the inside of shoes is meeting competition from the Japanese canvas. The American canvas costs 25 cents per yard. The Japanese variety sells at 15 cents. Many shops carry British made rubber heels, which sell at

(Continued on page 116)

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.
EST. 1915 **SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES** INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.



BRANCH:
566 ST. VALIER STREET
QUEBEC

Cheap Material in the Finishing Room is False Economy

The Best is Cheapest in the Long Run

BOSTON LEATHER STAIN CO.

Makes only the HIGHEST GRADE ON FINISHES

We are
Exclusive Canadian Agents

We carry large stocks of BLS goods at MONTREAL, KITCHENER, QUEBEC ready to give you real service.

CYCLONE BLEACH, the only real sole Bleach; MAGIC STAIN, PARAGON STAIN, ALL Shades; KING and ULTRA EDGE INKS, Black and Colors; BLACK DIAMOND HEEL and SHANK INKS.

DYES, BLACK and COLORS, for all Purposes.

DRESSINGS and POLISHES, for all KINDS of Leather, Black and Colors. BOTTOM POLISH, WAXES, ETC.

You can't go wrong on this line. Every item is guaranteed twice by Boston Leather Stain Co., and by us. If anything goes wrong we make it right, quick.

Don't place your WINTER ORDER until you know what we have to offer you.

McDowell & Lincoln Limited

Formerly International Supply Co.

Main Office
154 Notre Dame St., W., Montreal

Branches
37 Foundry St., W.
KITCHENER, ONT.

566 St. Valier St.
QUEBEC

Established 1915

Chinese Markets Offer Opportunities

(Continued from page 115)

5 to 12 cents per pair. Shoe dressing, blackening and polish are supplied from Japan and America, and the same countries compete for the trade in nails.

England Supplies Hooks

England is the heaviest furnisher of hooks, eyelets and fasteners, although some American-made articles are seen in the shops. Thread is imported from Italy, Germany and France. France and Japan hold a virtual monopoly on the trade in buttons.

Importation of shoes and supplies is handled by Hong Kong firms, which sell to dealers, and the Canton shoe stores buy supplies from these dealers.

"Prospects for the development of American trade in this line are limited by the high cost of American manufactured shoes, which seem unable to compete with locally made footwear," says U.S. Vice-Consul Hamilton, writing from Canton. "The cheapest grade of Chinese footwear is the wooden sandal, which sells at about 10 cents per pair. The Japanese sell straw sandals cheaper than the price asked for the same type of Chinese straw sandal.

"However, it seems that the American manufacturers could expand their trade in leather and supplies, such as hooks, thread, buttons, eyelets, fasteners, canvas linings and elastic web. Even in this line attention should be directed to the Hong Kong buyers, as the Canton merchants are not equipped to carry on direct trade."

The Stacy-Wagner Chrome Leather Co., of Simcoe, Ont., is reported to have purchased a site in Brampton, Ont., for the erection of an \$8,000 one-storey reinforced concrete factory.

How Leather is Affected by Moisture in Atmosphere

It is found that leather shrinks as the air becomes drier, and expands again as the air becomes moister. The extent of the variation in area is between 3 and 9 per cent from humidity 0.0 to 100 per cent. Variation in area was determined by (a) direct measurement of four pairs of marks at 45 deg. and (b) by fixing one end of a strip of leather and attaching the other end over a small diameter roller with long pointer moving over a scale. Change in area is modified by the tannage and dressing as follows: harness heavily grease stuffed, 3 per cent; enamelled leather one surface protected by oil, varnish, 3-4 per cent; velvet calf practically free from oil, grease or mucilage, 5-6 per cent; glaze kid, mucilage, 7-8 per cent; chrome calf degreased, 9 per cent.—(Abstract from Journal of Am. Leather Chemists' Ass'n.).

Statistics Show Strengthening in Exports

A strengthening of Canadian export trade in leather boots and shoes is shown by a bulletin issued by the Dominion Bureau of Statistics. For the year ending August this business aggregated \$202,025 compared with \$181,555 for the 12 months previous. Last August there were 19,172 pairs of leather boots and shoes exported valued at \$40,353, while in August of 1922 the exports were 3,105 pairs, value \$6,900. Two-thirds of last month's exports went to British South Africa. The United States was customer for 3,663 pairs, and New Zealand bought 1,086. Small quantities of Canadian shoes found their way to Japan, Italy, China, Newfoundland, the United States and St. Pierre and Miquelon.



FOOTWEAR IN CANADA

Comfort
Appearance
and
Durability
in
Juveniles



The Only One
of Its Kind



The Only Genuine Goodyear
Welt Shoe Made With a
Pillow Welt Insole

Globe Shoe Limited, Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,
Carried in stock by Alfred Lambert, Inc., Montreal

Maritime Provinces:
W. J. Gard,
47 Rupert Street,
Amherst, Nova Scotia

Ontario:
Charles Newton,
169 Park Side Drive
Toronto, Ontario

Western Travelling Representative:
W. E. Short,
1429 City Hall Avenue,
Montreal

FOOTWEAR IN CANADA



*Carefully Tanned
from Selected
Skins*

*Everything
that a
GOOD Patent
Leather
Should be*



CLARKE'S
PATENT LEATHER

Footwear In Canada

Onyx — Archgrip — Georgina
"Grips the Arch"



An Outstanding Model for Spring

TWO STRAP LORRAINE PUMP

Recommended in
Satin and Black Suede—Patent and Black Suede
Jack Rabbit—Log Cabin—Tan Bark and Airedale Suedes

Retails \$8.50, \$9.00, \$10.00

Also in splendid ranges of Goodyear Welt Footwear

Retailing \$7.50 to \$9.00

Blachford Shoe Manufacturing Company Limited

MAKERS OF

Onyx — Archgrip — Georgina

SHOES FOR WOMEN

90 TO 94 SHERBOURNE ST

Toronto



Trent Valley Oak Sole Leather

A Well Known Product
of

The Breithaupt Leather Co. Limited

SHOES WELL SOLED
ARE
EASILY SOLD

When shoe salesmen inform retailers that their product is soled with Trent Valley Oak, there are no questions asked as to Quality and Wear.

Trent Valley Cut Soles: Provincial Cut Sole Co.

The Breithaupt Leather Co. Limited

Head Office: KITCHENER

SALES OFFICES:

Toronto

Vancouver

Montreal

Quebec

TANNERIES AT:

Penetang

Hastings

Kitchener

Woodstock

Burk's Falls





To the Shoe Trade

A COPY of the "*Dominion News*", featuring rubber footwear for every member of the family, has been mailed to over 250,000 homes in the rural districts and small towns throughout Canada. It should be a splendid stimulant for rubber footwear trade this season, and we believe the reaction in favor of Dominion Rubbers will be worth while to dealers who carry "*Dominion*" Rubbers in stock.

In the cities and larger towns, the daily papers will again carry "*Dominion Rubber*" advertisements.

Are you ready to reap the benefit of this national advertising? Is your stock of "*Dominion*" Rubbers complete with a full assortment of staple lines for men, women and children?

Rubber days are "rush" days. Each clerk can serve double the number of customers if your shelves are filled with nationally advertised rubbers.

The nearest Dominion Rubber System branch will supply you.

Dominion Rubber System Limited

Service Branches at

Halifax	Hamilton	Regina
St. John	Brantford	Saskatoon
Quebec	Kitchener	Calgary
Montreal	London	Lethbridge
Ottawa	North Bay	Edmonton
Belleville	Fort William	Vancouver
Toronto	Winnipeg	Victoria



YOU Will Want to Handle "Hikers" This Winter

They are going to have a big season, for the public already knows their worth. If you handled them before, you will remember the satisfaction they gave. If you didn't, now is the time to get acquainted with a real business-builder. Unusual strength and wearing qualities are built into every pair. Workmanship and materials are of the very finest. Write for samples and prices today.

Manufactured under license by

The Talbot Shoe Company Limited
St. Thomas, Ont.

Footwear

in Canada

Member Audit Bureau of Circulations

57% more paid circulation
67% more retail readers

than any other Canadian
shoe and leather paper
See Audit Bureau of Circulations Report
Subscription records open for inspection

VOLUME XIII

NOVEMBER, 1923

Number 11

IN THIS ISSUE READ

<i>A Christmas Publicity Suggestion</i>	11	Robson Leather Co.	48
Ackerman Son & Co., B. F.	39	<i>Sales' Tax Provisions Explained</i>	49
Aird & Son	20	Samson, J. E.	40
Blachford Shoe Mfg. Co.	1	Scroggins Shoe Co.	10
Breithaupt Leather Co.	2	<i>Tying Hosiery in with Footwear</i>	29
Brown, R. L.	36	Talbot Shoe Co.	4
<i>Chain Shoe Stores in Great Britain</i> <i>By Val Fisher</i>	21	U. S. Hotel	56
<i>Common Errors in the Care of the Feet</i> <i>and Their Consequences by Dr. Val</i> <i>Johnston</i>	25	United Shoe Machinery Co.	50
Canadian Consolidated Rubber Co.	3	<i>With the Editor</i>	15
Carter & Co., E. T.	44	<i>What the Western Harvest Will Mean</i> <i>to Canada's Industries</i>	47
Clapp & Son, Edwin	44	Whittemore Bros.	38
Clarke & Co., A. R.	60	Witchell-Sheill Co. of Can.	22
Columbus Rubber Co.	6-7		
Cote, A. A.	44		
Cote, J. A. & M.	42		
Daoust, Lalonde & Co.			
Edwards & Edwards	54		
Everett & Barron	39		
<i>Footwear Accessories</i>	29		
<i>Footwear Findings</i>	43		
Fortuna Machine Co.	56		
Frank & Bryce	52		
Franklin Machine Co.	56		
Gagnon, Lachapelle & Hebert.	24		
Gamba, A. L.	40		
Getty & Scott	34		
Globe Shoe Co.	59		
Great West Felt Co.	18		
Gutta Percha & Rubber Co., Ltd.	32		
Halford Publishing Co.	56		
Hinde & Dauch Paper Box Co.	54		
Humberstone Shoe Co.	41		
Hydro City Shoe Mfrs.	42		
<i>Ideas for Your Christmas Selling Cam-</i> <i>.....paign</i>	9		
<i>In the New England Market</i>	53		
<i>In the Ontario Markets</i>	57		
Kaufman Rubber Co.	16		
<i>Leather & Manufacturers' Section</i>	47		
La Duchesse Shoe Co.	41		
Landis Machine Co.	36		
<i>Montreal Market Shows Improved</i> <i>Trend</i>	58		
McDowell & Lincoln	54		
Mercury Mills	28 30		
Miner Rubber Co.	12		
<i>No Better Customer Than Santa Claus</i>	8		
New Castle Leather Co.	52		
Perth Shoe Co.	26		
<i>Question and Answer Department</i>	40		

A Duty Well Performed

ONE of the principles of the Canadian Business Newspapers' Association, of which "FOOTWEAR IN CANADA" is a member, is that the first duty of a business newspaper is to the subscriber. "FOOTWEAR IN CANADA" heartily endorses this principle. That this paper is measuring up to its responsibilities to its subscribers is indicated by the following letter which reached us on November 6th from the Ellis Shoe Store, North Battleford, Saskatchewan.

"Could not be in the shoe business without "FOOTWEAR IN CANADA"—a real journal for the shoeman."

Of course, the full duty of the publisher has not been discharged when he produces a business paper whose editorial contents please the subscribers. A paper like "FOOTWEAR IN CANADA" would not be of the greatest value to its subscribers if it did not bring to them through its advertising pages the business story or message of the manufacturers and jobbers.

"FOOTWEAR IN CANADA" is serving its subscribers in this regard, too, and it is doing it with a high degree of satisfaction to its advertisers, as witness the following letter from Mr. G. H. Ansley, General Manager of the Perth Shoe Company, which reached us the same day as that from the Ellis Shoe Store:

"The writer would like to congratulate you on your Autumn Number. It certainly is a very fine issue."

We believe readers will be interested in these endorsements of this paper from two widely separated, yet related, sources.

Hugh C MacLean

Vancouver, Winnipeg, Montreal



Publications Limited

347 Adelaide St. W. TORONTO

COLUMBUS

With the First Fall of Snow
Are you



Rubber time is already here. If your stock is not equal to the task of fitting every man, woman or child who comes into your store, you will be under a serious handicap.

The Columbus Rubber

Head Office and Factory

Branches at Montreal, Toronto,

Sales Agencies:

Wm. Cook Shoe Co. Moncton, N. B.
Fleetwood Footwear Ltd. St. John, N. B.
Poliquin & Darveau Quebec, Que.
Louis McNulty St. John's, Que.
S. Marantz Winnipeg, Man.



RUBBERS

comes the call for rubbers
prepared?

Why not take advantage of our immediate in-stock service? Just write, wire or phone your requirements to our nearest branch house or sales agency, and the goods will be forwarded at once.



Co. of Montreal Ltd.

1349 Demontigny St., Montreal

Ottawa, Winnipeg and Calgary



Sales Agencies:

Wholesale Distributors Ltd. .Winnipeg, Man.
Tree Spriggs Co. Ltd., ...Winnipeg, Man.
W. A. Law Footwear Co. Ltd., Winnipeg, Man.
Shaw Brothers Edmonton, Alta.
Anderson & MacDonald Vancouver, B.C.





No Better Customer Than Santa Claus

If You Cultivate Him Properly—He Likes to Shop in a Gift Department in a Bright, Cheery Store Where There's Lots of Christmas Atmosphere and His Business Seems to be Wanted

Shoe merchants need all the extra business that Christmas may be made to yield. Business has been fair during the fall, but not up to expectations, and the trade cannot afford to let slip any opportunity to boost the year's total volume and turnover. After Christmas comes the lean season, and it's up to the retailer to make hay before the snow flies.

Too many shoe merchants don't make any worth while gain during the holiday season because they don't think it worth while to try. They don't look upon their own merchandise as appropriate and attractive Christmas gifts nor offer it to their customers as such.

You Must Be Sold Yourself

The first step in planning a successful Christmas campaign is to get thoroughly sold on the idea yourself and then to sell the staff. If you get after the business with conviction, you'll reach it, but if your faith wavers and you feel, "I suppose there's no use

you have got to set about making your customers realize that you intend to do so. Arrange a Christmas gift department. It needn't be large, but it should be as prominent as possible. Perhaps you have a hosiery department right inside the door. Make that a Christmas gift section. Showcase display is the essential. The more display space you can arrange, the better. Then feature the lines that

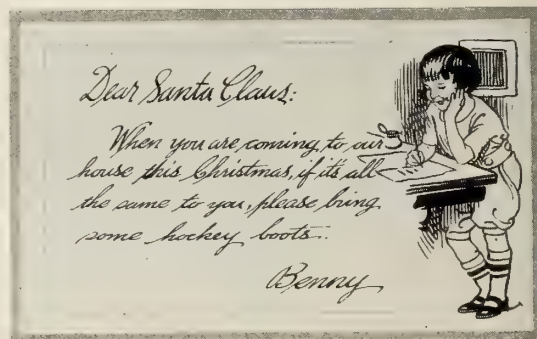


Have Santa Claus make some suggestions to your customers like this

my going after Gift business anyhow," your supposition is likely to come true.

Enthusiasm and thoroughness is needed to put the campaign across. While your enthusiasm lasts, your ideas will flow freely, and the little schemes that will attract the attention of the public to your store and make them see the attractiveness of footwear gifts will continually suggest themselves to you. You'll see the people coming to the store, and they'll come.

There are certain things that should be attended to right now. If you are going to sell Christmas gifts,



The appeal of the child has big pulling power in Christmas business

have a distinct gift appeal: fancy slippers, hockey boots, hosiery, moccasins, dancing shoes, patent oxfords, shoe ornaments, etc. If you can give over two cases, one to sport lines, and one to fancy lines, so much the better.

Create Christmas Atmosphere

Get the holiday atmosphere into the store by the use of appropriate trimmings—holly, festoons, wreaths, etc. Make the place bright, but don't overload it with decoration to the disadvantage of the merchandise.

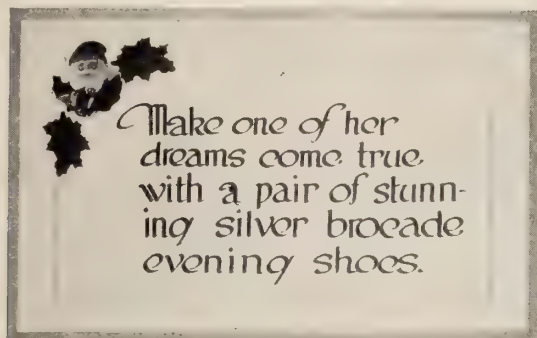
Window displays must of course be carried out in the spirit of the interior. Carry out some trims that are devoted entirely to Christmas gift suggestions. If you have an island window in the centre of your entrance lobby, it can be given over to gift suggestions throughout the holiday season.

The same atmosphere should pervade your advertising. It is obvious that a merchant should not devote all his publicity for a month or six weeks preceding Christmas to boosting the gift business, to the exclusion of the regular trade, but he may very well

reserve a small space in every ad. for mention of the gift department. If he can hit upon a worth-while slogan for boosting Christmas gifts of footwear and use it continually, it will be helpful. In any case, during the Christmas season, advertisers can afford to be a little less formal, a little more personal, a little brighter and more decorative, in keeping with the spirit of the season. And underlying all your publicity, have that idea that it's fashionable to give gifts of footwear and the allied lines.

Begin On Time

One of the first questions, of course, that will enter the merchant's mind is when he should begin his



The shoe merchant can help his customers make many a dream come true

Christmas campaign. Many dealers make the mistake of waiting too long, thereby losing business, but it is also possible to begin too early and make the campaign so long drawn out that it loses its punch.

A Little Batch of Christmas Selling Ideas

Analyze your stock and make a list of the lines that can be featured as appropriate gifts.

Concentrate these goods as far as possible in one section where the customer can see the selection without going over the whole store.

Plan your advertising well ahead. It is necessary, of course, to use newspaper space, but don't stop there. Circulars, personal letters, window cards, posters—some of all these mediums should be used in conjunction.

Enclose dodgers with all correspondence, accounts, etc., sent to customers previous to Christmas and also use stickers on all packages sent out, drawing attention to the fact that you have an attractive selection of gift merchandise.

Follow up letters or circulars by telephone. If your clerks have a personal clientele of customers (which they should) they can do particularly good work in this connection.

Choose a Christmas merchandising slogan and use it in every ad., circular, sticker or poster.

Get your sales staff together for a conference, preferably after store hours when you will not be interrupted. Be sure they are familiar with all the lines you are featuring for the gift trade and get them thoroughly sold on your Christmas plan.

Give the member of your staff who sells the greatest amount of merchandise over a period of each two weeks a small bonus, say \$5.00. Give a grand prize of, say, \$250.00 to the salesman, or woman, who has the greatest amount of sales to his, or her, credit up to Christmas.

Toward the middle of November is the time that the livest merchandising organizations really get off to a start. A few early birds may have been looking around previous to that time, but not in great numbers. The majority of people don't really get down seriously to the selection of their Christmas gifts until around the beginning of December, and the campaign up until that time may really be considered in the light of a preliminary bombardment. Then it is that the whole force of the attack should be launched. Window displays, newspaper announcements and interior decoration and arrangement should all work together to impress the public with the suitability of footwear, hosiery, etc., for presentation to their friends.

Questions to Ask Yourself

Learn by the mistakes of last year. If you didn't keep a notebook last year, start keeping one now for next year. Was the door service what it should have been? Should you have had a man stationed at the door to facilitate entrance and exit by customers? Was your wrapping service efficient and speedy? Would it be well to have an extra girl at the cash and parcel desk? How about deliveries to your customers? Were there complaints of delays and mistakes that should be overcome this year? Is the stock in shape? Have you got the merchandise you need on hand, or are you depending on rush orders that may arrive after the cream has been skimmed off the business? Are the advertisements ready and the campaign well-defined in your mind, so that you won't have to be planning and rearranging when the battle is at its height?

One live merchant says he found it paid him to cultivate the assistance of the newsboys in his locality last Christmas. He got them to hand out circulars announcing his Christmas gift offerings, for which service they were gratified to receive a moderate reimbursement.

Advise your salespeople what to push each day. If one idea does not sell goods, try another. Don't get in a rut.

You can give the whole store a holiday atmosphere by using appropriate trimmings; cover incandescent lamps with red or green paper, and use also lots of standard lamps, place evergreen wreaths here and there, string holly from centre light to centre light. Get the Christmas spirit into your store, but with it all don't overshadow the merchandise with the decorations.



SCROGGINS' SHOES

In Stock
will meet every demand

Perfect Comfort, Smart Appearance, Finest Material and Workmanship
at Reasonable Prices.



Growing Girls New Square Toe Last, C Width
2½/7.

No. 990—Gun Metal Bal. Oxford—\$3.50.
No. 991—Brown Calf Bal. Oxford—\$3.50.



IN this period of getting back to normal the average man with a bunch of kiddies can't afford to pay for frills.

He's looking for value, and and is willing to pay a reasonable price when you show him the goods.

GROWING GIRLS SHOES

A great many mothers experience difficulty in getting comfortable shoes for their girls from twelve to fifteen years of age. In most cases they are obliged to buy women's shoes which are not at all the right last for the young girl's feet.



Get in touch
with us
today

No. 410—Misses Gun Metal Bal. 11/2 McKay
Fudge Edge—\$2.90.
No. 413—Misses Brown Calf Bal. 11/2 McKay
Fair Stitch—\$3.00.
No. 455—Misses Pat. Bluc.—Dull Top 11/2
McKay Welt—\$3.15.
No. 456—Misses Gun Metal Bluc. 11/2 Mc-
Kay Welt—\$3.15.
No. 457—Misses Brown Calf Bluc. 11/2 Mc-
Kay Welt—\$3.15.



No. 700—Youths Gun Metal Bluc. McKay
Fair Stitch—\$2.90.
No. 703—Youths Brown Calf Bluc. McKay
Fair Stitch—\$3.00.
No. 708—Youths Brown Box Kip Bluc. Mc-
Kay Fair Stitch—\$2.60.

Scroggins Shoe Company

Limited

GALT

ONTARIO

Carried in Stock by GEO. E. BOULTER, 3 Wellington St. East, TORONTO, for Toronto dealers

Prepare a Little Folder Like This—

CHRISTMAS GIFT SUGGESTIONS

Things Mother Would Like

Brocaded mules
Fancy slippers
Bedroom moccasins
Evening shoes
Carriage boots
Overshoes
Shoe Ornaments
Tea Time Pumps
Stockings
Her favorite shoe

Things Dad Would Like

Golf shoes
Bedroom slippers
Pullman slippers
Patent oxfords
Socks
Travelling Bag
Golf Hose
"Valet" shoe outfit.
Shoe Rack
His favorite shoe

Things Sister Would Like

Dancing pumps
Shoe ornaments
Hockey boots
Silk stockings
Flapper slippers
Mah Jongg Pumps
Golf shoes
Evening shoes
Moccasins
Snow shoes

Things Brother Would Like

Hockey boots
Ski boots
Moccasins
Track shoes
Gymnasium shoes
Baseball shoes
Hiking shoes
Football boots
Patent dress shoes
Fancy socks

See Them at the Blank Store
336 Main St.

In our Gift Department, we have gathered together a wide selection of attractive goods, eminently suitable for Christmas gifts. Many of these lines are new and exclusive and on that account will be all the more acceptable.

With an Outside Cover Like This—



GIFTS

*You Would be
Happy to Give
or to Receive*

A little folder of this type handed out to every customer who comes into the store during the next few weeks will help to make your store known as a Christmas Gift Shop. It will also be useful for distribution through the mail.



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh, Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh, Limited	Winnipeg, Man.
The Haileybury Wholesalers, Limited	Haileybury, Ont.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

As a live merchant you naturally want to get a full share of Rubber Footwear sorting.

You can get your share, and more, by selling Miner's Scout and Guide Rubbers.

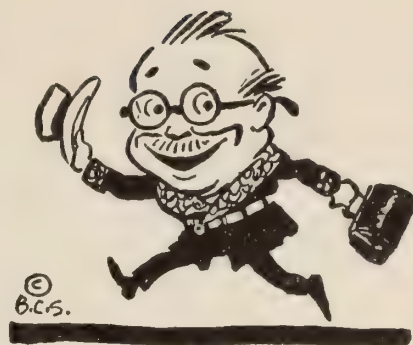
Don't sell "just rubbers." Sell a distinctive line for which you can create a demand by Miner advertising supplied with goods.

Preparing for the Yearly Gathering of the Shoe Industry

Second Annual Canadian Shoe Trade Convention to be Held Jan. 21-23, Windsor Hotel, Montreal

—Plans for the Event Well Under Way

—Keep the Dates Open



The Second Annual Canadian Shoe Trade Convention which is to be held under the auspices of the following trade associations: National Shoe Retailers' Association of Canada, The Shoe Manufacturers' Association of Canada, The Shoe Wholesalers' Association of Canada and the National Shoe & Leather Travellers' Association of Canada, is booked for the Windsor Hotel, Montreal, as from January 21 to 23, 1924.

Monday, January 21, 1923, has been reserved as Manufacturers' Day, at which time all business and special sessions will be held.

Tuesday, January 22, 1923, has been set aside for separate sessions (in the forenoon only) of the retailers, wholesalers and travellers.

Tuesday, 1 P.M., January 22, 1923, Grand opening of sample rooms. It is contemplated to have all sample rooms on the one floor. Tentative arrangements already have been made with the hotel management to this end.

Tuesday afternoon and Wednesday morning, January 22 and 23, will be used for sample room displays, committee meetings and extra business sessions.

Wednesday noon, January 23, a joint luncheon of the shoe trade associations, followed by a short session of the four organizations.

The Convention will close with a banquet on the Wednesday evening.

Committees Appointed to Handle Convention Arrangements

The following Convention Executive and Finance Committee was appointed at a recent meeting: L. P. Deslongchamps, S.M.A.C., R. H. Locke, S.W.A.C., Geo. G. Gales, N.S.R.A., C. E. W. Lessard, N.S.L. & T.A. Canada.

The Shoe Manufacturers' Association of Canada has appointed the following as a General Committee in charge of arrangements: Montreal District—L. P. Deslongchamps, Joseph Daoust, W. F. Martin, Wilfrid Gagnon, D. F. Desmarais; Quebec District—D. Marsh; Toronto District—J. A. Walker; Kitchener District—Fred. H. Ahrens. The Committee on Nominations and Resolutions consists of: Messrs. D. Marsh and J. E. Samson for Quebec; Joseph Daoust and L. P. Deslongchamps for Montreal; J. A. Walker, G. W. McFarland and F. H. Ahrens for Ontario, and J. A. Reid for the Maritimes.

On the Committee of Representatives of the Shoe Wholesalers' Association of Canada are: Messrs. R. H. Locke, Alf. Lambert, H. V. Shaw, W. Girouard and E. Wisental.

The National Shoe Retailers' Association of Canada has appointed the following to act as a Commit-

tee: Messrs. Geo. G. Gales, C. R. LaSalle, with authority to add four more members to their number.

The National Shoe & Leather Travellers' Association of Canada is represented by Mr. C. E. W. Lessard, with power to add as many representatives as may be required.

Reduced hotel rates are being obtained, and in this matter members of the trade should send in their applications for reservations to Mr. S. Roy Weaver, Board of Trade Building, Room 204, Montreal.

Premier King Invited to Speak

At a recent meeting of the Convention Executive and Finance Committee it was decided to invite Rt. Hon. W. L. Mackenzie King to address the banquet of the Shoe Trade Convention on the night of Wednesday, January 23. A cable was sent to the Premier.

Similar arrangements as last year with regard to sample rooms are now being developed, and it has been the thought of the Committee that they should be on the first and second floors of the Windsor Hotel.

A registration fee of \$5 will be charged, which will entitle the registered delegate to all business sessions of the group and all joint sessions, the joint luncheon and banquet without further additional charge.

The Committee will not apply for special transportation rates from the Canadian Railway Association but it is understood the railways will co-operate to the extent of granting special reduced fares to all parties of ten or more travelling together from any one point.

There will be a larger supply of sample rooms and reservations are now coming in at a fast clip so that applications should be mailed at an early date. The sample rooms will be more numerous and have better displays.

Registered delegates attending the convention and presenting their registering certificates will be allowed a special discount of some 20% for bedroom accommodation.

Special Hotel Rates During Convention

The Windsor Hotel management has granted a special discount of some 20% for bedroom accommodations during the Convention. Applications should be addressed direct to the offices of the Convention. Sample rooms will be allocated by the General Committee on the distinct understanding that the same will not be open for inspection by the trade before Tuesday noon.

Sixty Years' Shoe Success

On the occasion of the sixtieth anniversary of the Robert Wilson Shoe Store, Hamilton, some very extensive and effective publicity was carried out by Mr. Arthur Wilson, the proprietor. A full page of advertising appeared in the Hamilton Spectator of September 29, headed, "1863—Sixty Years' Shoe Success—1923." Below was a picture of the store, advertisements of the various lines carried and some editorial discussion of shoe styles. An editorial article on the store and its history was also given a prominent place in the news pages of the paper.

R. Dack & Sons Extend Manufacturing Facilities

R. Dack & Sons, Limited, the well-known custom shoe house, have recently acquired a property at 124 Adelaide St., West, Toronto, where it is their intention to install their manufacturing equipment. The production of their shoes is at present being carried on at their main store premises, 73 King St., West, but the expansion of their business has been such that they find it necessary to provide larger quarters, and consequently the factory end of the business will be transferred to the new property. Within recent years the firm has established two new stores, one in Montreal, and the other in Winnipeg, and the increased demand from these branches together with the development of their trade in Toronto, accounts for the proposed expansion of manufacturing facilities.

Rulings on Sales' Tax by Customs Dept.

The following important ruling has been received from the Department of Customs and Excise in reply to a letter from the Shoe Manufacturers' Association of Canada:

"I beg to acknowledge receipt of your letter of the 10th instant with reference to the sales tax on laces, cartons, tissue and wrapping paper and shipping cases.

"In reply I would inform you that these goods, if they are for resale, will not be subject to the tax if purchased by a licensed manufacturer if the provisions of the regulations are carried out. It is expected that these regulations will be in the hands of the collectors within a very short time and copies may be obtained from them."

The Association has obtained an important ruling from the Department of Customs and Excise to the effect that royalties will not be subject to the new sales tax, and that machinery under lease before January 1, 1924, will not be taxable, but that sales tax will apply on machines supplied to shoe manufacturers after January 1 at the rate of 6 per cent on the value of such machines as determined by the Department of Customs and Excise. The ruling is in the form of a letter from the Department and reads as follows:

"I acknowledge receipt of your letter of the 16th instant with reference to the question of consumption or sales tax on machinery used exclusively in the manufacture of boots and shoes for resale, which machinery is obtained through payment or royalties, etc.

"In reply, I may state that tax on such machinery

would apply on the transaction between the shoe manufacturer and the manufacturer of the machinery.

"Under the provision of the amendment to the Act which becomes operative on the 1st January next the value of the machinery may be determined by the Minister of Customs and the transaction shall be regarded as a sale as between the manufacturer of the machinery and the manufacturer of the shoes.

"It will be understood, of course, that the above described tax applies on machinery supplied on and after the 1st January, 1924, only."

A Correction

Through an unfortunate error in the advertisement of the Columbus Rubber Co. of Montreal, Limited, in the October issue of "Footwear in Canada," the two cuts of shoes which appear in this advertisement do not illustrate lines manufactured by the Columbus Rubber Co.

Sporting Goods Catalogue

Catalogue No. 100 has been issued by the Witchell-Sheill Co. of Canada, Windsor, Ont. It illustrates and describes their various lines of Witch-Elk boots, outing and athletic footwear. The cuts and printing are excellent, and the range of outing and athletic footwear shown very complete—hunting and prospectors' boots, moccasins, service footwear, riding boots, golf footwear, hiking and outing footwear of all kinds, tennis goods, baseball shoes, track shoes, jumping shoes, football shoes, sparring shoes, bowling shoes, gymnasium footwear, skating boots. The catalogue will form a very useful reference for the shoe merchant.

Imports of Leather Footwear

The total value of footwear, exclusive of rubber, imported into Canada during the month of September was \$188,000 according to a report issued by the Dominion Bureau of Statistics. In August the total figure was \$180,000 and in September, 1922, \$149,000. September importations were divided between the United States, the United Kingdom and other countries not separately mentioned in the report. It is shown that \$97,000 worth of footwear came from the United Kingdom during the period covered, \$85,000 from the United States and \$5,000 from other countries.

Working Toward Amalgamation

The executive of the National Shoe Retailers' Ass'n. of Canada is working steadily on the plans for the coming convention in Montreal next January. To avoid any misunderstanding, it may be pointed out that no change has yet taken place in the organization of the N.S.R.A. The plans for amalgamation with the Retail Merchants' Association are under way, but not yet completed. It is hoped, however, to reach a satisfactory arrangement with the executive of the latter body in the near future.



With the Editor



Are You Prepared to Reap the Christmas Harvest?

In our present issue, we devote considerable space to suggestions for merchandising during the approaching Holiday Season. The biggest profits at this time of the year accrue to those who get after gift business. It takes effort, mental and physical, to plan the campaign, decorate and arrange the store, work out the window displays, create special advertising, and add new service features that customers look for during the Christmas Season, but if you aren't prepared to tackle the extra work, put yourself and the staff about, and perhaps let go of some pet ideas that you have cherished since the age that ended in 1914, you needn't expect to reap the fruits of the merchant's harvest time.

The Efficient Buyer is Sometimes Picayune

A prominent shoe merchant recently sent an order for three pairs of children's shoes, for sorting. The manufacturer, when "Footwear" called upon him, didn't seem over-appreciative of the order. He swore by all the little fishes that he might as well be carrying on a mail order business direct to the consumer. Perhaps! The merchant, however, who placed the order evidently knew his stock thoroughly and knew just how close to the wind he could safely sail. Three pair lots are not very profitable business for the manufacturer, but we'll wager at least that he'll get paid for them, minus the discounts.

The Measure of the Man is the Measure of the Business

Two years ago, "Footwear" visited two shoe stores which stand almost side by side on the main street of an Ontario town. At the first the editor called upon he was greeted not discourteously but without warmth. He enquired about business conditions and got non-committal answers. Conversation was difficult to maintain. However, he worked around to the point of stating the main object of his visit: "I heard you had an interesting stock-keeping system, Mr. B.—, we would like to run a little article on it, if you are agreeable." Mr. B.— didn't show any enthusiasm. "Well," he replied, "we consider that stock-keeping

system as our private property. Why should we hand out valuable information of this kind to our competitors?"

"A matter of interchange of ideas," said the editor, "Exchange an idea with another shoeman and you both have two ideas. Neither has lost anything and each is the richer."

But Mr. B.— refused to look at it in that way and kept his stock-keeping system to himself.

Two doors down the street, the editor called in the second store. When he mentioned who he was, he got a cordial greeting. The proprietor was ready to place himself entirely at his disposal.

"We want to get some dope on your advertising methods," said the editor. "We've noticed some pretty live stuff of yours in the papers."

"Sure thing! Anything you want is yours." The advertising file was produced and all the details of the store's methods were gone into. Furthermore, the merchant cited interesting little stunts he had carried out successfully, told how he kept track of customers, how he had built up a mailing list, explained his policy in campaigns of circularizing, and in general made himself an open book.

We just cite these instances, because we noticed lately that the owner of No. 1 store had assigned, while No. 2 store, despite the difficult conditions of recent years, is prospering and year by year gaining a higher reputation for progressiveness and stability. We wonder if the different attitude of mind the two merchants had anything to do with it.

Colored Goloshes Don't Arouse Enthusiasm

Canadian rubber footwear manufacturers are not very enthusiastic about colored overshoes. Brown has been talked up in some quarters on account of the prevalence of that color in wearing apparel, but we hear of one instance at least where the manufacturer refused point-blank to turn out brown overshoes to the retailer's order, declaring that they were not a safe proposition. The difficulty that is anticipated is that when exposed to water, mud, sun and all the elements, they would lose their color and instead of enhancing the appearance of the costume they were intended to match, would clash and spoil the effect.

Life-Buoy*Footwear***RUSSELL**

Low Laced
Brown Duck
Tan Sole

Do not overlook your Outing Shoe requirements for 1924.

Orders booked before December 15th are entitled to a 5% early placing discount.

You will make no mistake in ordering

"LIFE - BUOY"

Rubber
Soled



Canvas
Footwear

The Brand with the Reputation

Loose Linings

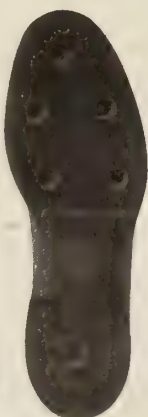
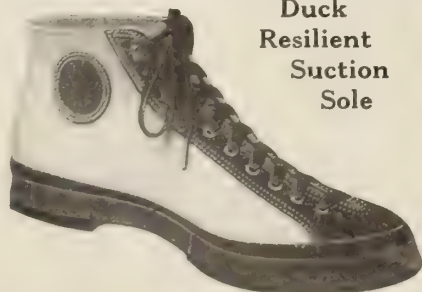
Perfect Fit

Superior Wear

If our salesman has not called drop us a line.



BASKETBALL
Heavy Unbleached
Duck
Resilient
Suction
Sole



The
Kaufman Rubber Co.

Limited

Kitchener - Ontario

Branch Warehouses :

Vancouver, Lethbridge, Edmonton, Saskatoon, Regina,
Winnipeg, London, Toronto, Ottawa, Montreal,
St. John, N. B., Truro, Charlottetown.

Giving Customers Foot Comfort

And Shoe Satisfaction

**This is the Basis on Which the House of
Guinane is Building Business**

**One of Toronto's Pioneer Shoe Retail
Concerns Established in New
Premises**

The old and well-known shoe firm of John Guinane is now established in a new store at 283 Bay St., Toronto. This house is numbered among the two or three oldest footwear concerns in the country and the members of the Guinane family have been catering to the shoe needs of the men of Toronto over a period that extends beyond the memory of the oldest residents. The Guinane shoe business has been handed down from father to son for four generations. In its beginnings it was modest enough, the first of the Guinanes to settle in Canada having come across from Ireland away back near the beginning of the last century and established a shoemaking and repairing shop, which gradually developed into a sizable custom shoemaking business. This was located on Church Street. At the death of the founder, the business was carried on by his two sons and, in due course, it developed into a retail shoe business, which was established on a site where the Eaton Block stands to-day.

Changes in location have been made several times during the history of the firm. The Eaton Company bought out the old store on Yonge Street and Guinane's then moved to King Street West, where they remained for 30 years. Two years ago they moved to premises on Yonge Street, near Dundas Street, on the east side, but it was finally decided that the King Street vicinity was preferable for the grade of business the firm was doing and consequently the present store on Bay, close to the corner of King St., was secured.

John Guinane, the grandson of the founder, passed away last year, and his son, W. J. Guinane, is handling the business to-day.

Specializes on Corrective Footwear

The policy of the store has been readjusted to meet the changes that have taken place in merchandising practice and the requirements of the community. Latterly the firm has been impressed with the demand for corrective shoes and the possibilities



A well-equipped Chiropody is an Important Feature of the New Guinane store

of building business along that line. Taking advantage of this development, they have acquired the Canadian agency for a well-known line of orthopedic footwear, and this to-day forms one of the outstanding features of the business.

"We have a shoe that will fit YOUR foot—We will make you 'foot-happy'"—that about sounds the keynote of the firm's merchandising policy. No trouble is too much to take to give a customer exactly what he or she requires. The corrective shoe referred to is carried in all widths from triple A to triple E and on three types of lasts, and in that range there is a shoe to fit all normal types of feet. These are carried in women's as well as in men's, and quite a nice feminine trade has been built up, though this is the only line in which Guinane's cater to the ladies.

Chiropody a Feature

Another feature of the business which has been established with a view to attending to the foot-health of the customer is the Chiropody. This is operated by Dr. Val Johnston, an expert chiropodist, to whom many customers turn for relief from their foot troubles. Dr. Johnston's advice and assistance is likewise available when there is any problem of fitting an abnormal foot, and many people who are handicapped with such deformities look to Guinane service to solve their difficulties.

While the store is coming to be identified with the corrective shoe, attention is not of course confined to that line. A steady business is done with a particular class of trade, rather of the conservative type—a trade that has been with the firm for a long number of years. With this trade as a basis, a consistent effort is being made to expand the business.

The firm has carried on a regular programme of advertising, the greater part of which is done by mail. In order to advertise their corrective shoe, 50,000 booklets were recently sent out descriptive of the line. These were not only distributed in Toronto, but also in other leading Ontario centres—for,

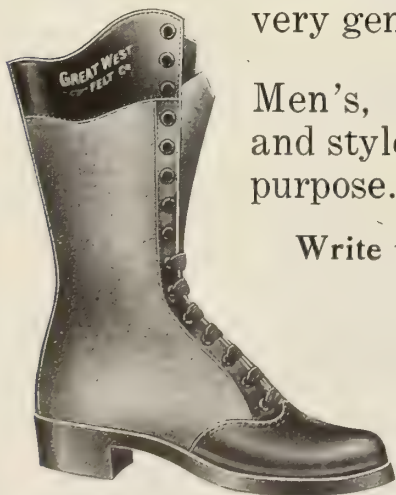
COLDPROOF

FELTS

Canada's Premier Line

Winter is here, and with it the usual demand for Great West "COLDPROOF" FELTS—with this difference—the demand this year already shows evidence of being the biggest in our history. As a matter of fact, ever since their introduction to the trade thirteen years ago, "COLDPROOF" FELTS have been steadily gaining in popularity with both the trade and consumer.

A quality product through and through, they never fail to give satisfaction. Their prices are moderate and the margin of profit allowed the dealer very generous.



Men's, Women's and Children's sizes and styles, for every indoor and outdoor purpose.

Write your jobber today for samples and full particulars.

The Great West Felt Co.

Limited

Elmira - Ontario

Established 1910

as Guinane's have the Canadian agency for this line, they do not confine their merchandising activities to Toronto alone, but are seeking to build up a mail order business with outside points. The out-of-town customers are supplied with a self measuring chart and full instructions for its use.

Special Advertising Methods

Folders are also sent out regularly, and consistent use is made of the newspapers. In addition to these channels of publicity, Guinane's also resort to more unusual methods. The distribution of advertising specialties has been found effective. Pencils, key rings, matches, memo pads and similar useful items have been handed out not only to customers in the store, but also to the passing crowds on the main thoroughfares.

The store itself is not large, but is well-equipped and attractive. An up-to-date copper front gives the exterior a fine appearance and the interior fixtures, made of oak, are of the most modern type. There are separate shelves for every row of cartons in each section, and the shelves are all removable, so that if one gets damaged it is but a minute's work to take it out and slip another in. Individual arm chairs are used for the seating. To the left on entering the store is a hosiery fixture incorporated with the shelving. Glass-fronted drawers contain the stock of men's hosiery.

Giving Sufferers Relief

At the rear of the selling floor is the parcel desk and a doorway through the rear partition leads to the chiropody. This is a completely equipped little department which looks quite like a dental parlor, and here it is that corns, bunions, callouses, and the rest of the family of foot ills are dealt with. Many a customer has entered this sanctum with feelings quite similar to those which the dentist generally inspires and has come out again with a look of relieved wonder upon his face, quite amazed that the ordeal he had expected has turned out to be such a simple and effective operation.

The chiropodist while co-operating as fully as possible in the work of the store carries on his business independently. His advice and help are available in matters of shoe fitting and foot trouble, and in consideration of this service he has the use of his quarters at the rear of the store. The arrangement works out to the mutual advantage of both parties, for while the customers who come to buy shoes naturally offer a ready-made clientele for the chiro-

podist, there are on the other hand many who are first attracted to the store by the service he offers.

It is Guinane's policy to give the customer sound advice on foot troubles and the selection of shoes regardless of the immediate effect on sales. If the customer wants to buy something that does not meet his requirements properly, they will advise him against it, even though it may mean the loss of a sale. An incident illustrative of this occurred while the writer was in the store.

A customer entered and pointing to a shoe in the window with a certain type of sole, he said, "How's that for giving a grip on the sidewalk? I broke my leg through a fall on the street last winter, and I'm as nervous as a cat every since. I don't know how I'm going to navigate this winter at all. Do you think this would help?"

The reply was: "That shoe is generally used just for sport's wear. It would probably give you a pretty good grip on the pavement, but I'm a little doubtful if you would have real foot comfort wearing it continuously. I have tried it myself for street wear and I was pretty glad to get home and take it off. My advice to you would be to go to a good repair shop and have them put on a sole for you. It would probably be your best bet."

The enquirer left the store with thanks. There was a sale passed up at the time, but it is probable that man retains in his mind the impression that Guinane's is a pretty good place to go when he wants reliable advice regarding feet and footwear.

Another incident which Mr. Guinane related was of a lady who came looking for a corrective shoe and asked

for a size 3½. The most casual glance at her foot was enough to show that she had a size 6 foot. Mr. Guinane was serving her. He measured her foot, not without protest from the customer, and then went to the shelf and produced a pair of shoes of the size required to fit her.

"What size is this?" she asked.

He told her.

"Well, I've never worn a shoe larger than size 3½, and I won't have it."

"But, Madam, the shoes you have been wearing are too small. They have hurt your foot. If this corrective shoe is to be of any use to you, I must give it to you in the size that fits your foot. And it isn't a large shoe; see for yourself."

It was of no avail. "I insist on having the size



Store front of Guinane's new store, 283 Bay St., Toronto

FOOTWEAR IN CANADA



Shoemakers to Wholesalers only

Chain Stores in Great Britain

How They Advertise and the Profits They Make

In the accompanying article, the author discusses the growth of the chain shoe store business in Great Britain, a development which has profoundly affected the operation of the footwear industry in the Old Land. The amazing proportions to which some of the chain systems have attained in a comparatively short period may well give Canadian shoe retailers some cause for thought. In other lines of business, chain store organizations are making big inroads.

Specially written for "Footwear in Canada"

By VAL FISHER

Great Britain is the land of Chain Stores. In proportion to the population she has more chain stores in a greater variety of trades than has any other country, and of the many varieties those representing the boot and shoe industry, both in point of number and size of chains, are exceeded only by the grocery chains.

For the purpose of comparison,—the three largest shoe chains in the United States, with its 110,000,000 people, aggregate 509 stores; in Great Britain, with 42,000,000 population, three firms operate over 1,000 stores, the largest chain owning a number equal to the total owned by the leading three in the States. 40 British firms operate boot chain stores aggregating 3,000; 12 have 100 to 500 shops each, and at least 12 more have from 50 to 100 each. The figures I am quoting are conservative, in as much as they are, in some cases, mid-war figures, and not only have many of the older chains extended greatly but many new ones have broken into the field and have, in a short space of time, made remarkable progress.

Speaking from a long study of the chain store system, I believe that one of the reasons for the strength of the shoe chains in Britain has been the backwardness of the boot and shoe manufacturers to brand and advertise their wares. The chain stores have, however, for years been persistent advertisers; the number and wide range of stores owned by the leading firms have given them national distribution and enabled them to get the full benefit of national campaigns. Even the smaller chains, operating in restricted areas, have been consistent users of district advertising.

In the majority of cases, it would seem, British shoe chain stores have been built up from a single retail store and as their chains grew to large proportions they have commenced to manufacture for themselves. To-day some chains sell only products of their own factories while others, including the leaders, buy certain lines from other makers. A list of those firms owning from 25 to 500 would take too great a space in this article, but the leaders, in point of numbers, are:

Name of firm	Head offices	No. of shops
1. Freeman Hardy & Willis, Ltd.	Leicester	500
2. Stead & Simpson, Ltd.	Leeds (approx)	300
3. Lennards Ltd.	Bristol	230
4. S. Hilton & Co., Ltd.	Leicester	150
5. J. Frisby	Leicester	150
6. J. Sears & Co., Ltd. (Trueform Boots)	Northampton (1918)	100

Because of the size of their establishments certain firms with a smaller number of branches, but having a larger turnover, are prominent in the field, the leaders in this class being:

Manfield & Sons, Ltd., who, with a factory in Northampton, operate probably a total of 60 stores in Great Britain and another 30 to 40 in leading cities on the continent. Messrs. Abbott & Sons, Ltd. (Phiteezi Boots) London, also operate a chain of unusually large stores in the leading thoroughfares of London and Paris.

By a review of their advertising and their report sheets the reader can form a good concept of the size and character of these businesses.

Freeman, Hardy & Willis feature goods of their own make but sell other lines as well. Their 500 stores cover the country and their trade is largely obtained from the industrial workers. As can be seen from their announcements, these are primarily written to attract buyers to the nearest store, but in the majority of cases they feature a catalogue offer to the distant prospect. To Canadian eyes the advertisements reproduced would seem small, but they are taken from daily newspapers of immense circulation, and space 8" x 6" costs about \$1,000 per issue.

English balance sheets, by reason of the custom of deducting every charge, including dividends on debentures, reserve, and the very heavy war taxation, before giving available profits for ordinary shareholders, are apt to be misleading to merchants trained to other methods. The following tables give net profits for the past three years, together with dividends on ordinary shares.

1922	1921	1920
\$875,985.00	\$854,000.00	\$853,000.00

In each of these years the firm paid 17½%, free of tax, on a capital which was increased in 1920 by a stock bonus of 66 2/3%.

Stead & Simpson, Ltd., whose stores cover the country, have paid 10% on their ordinary shares for the last seven years, in spite of a trading loss of \$55,000.00 in 1921, Britain's black year. In 1920 their net profit was \$329,000.00 and in 1922, \$316,000.00, with substantial balances carried forward.

The report of J. Sears & Co., Ltd. (Trueform Boots) is interesting in that it shows remarkable progress during what was generally regarded as a depressed period in trade. In 1918 this firm owned 100 stores, but since that date they may have added



Capitalize on Winter Sports

The winter sport season opens up big sales possibilities to merchants who carry the Witchell-Sheill line. Never before were so many people taking active part in sports of every kind. They all need outfits. They want the best. Why not supply them with the footwear they need? There are big profits to be made and your trade generally will be helped, for Witchell-Sheill shoes give the kind of service that makes friends for the store that sells them. You can supply every need from the Witchell-Sheill line. It includes footwear for Hockey, Basketball, Running, Jumping, Boxing, Skating, Baseball, Rugby, Soccer, Tennis, Bowling, Golf, Mining, Hunting, Prospecting, Fishing, Etc., Etc.

Send for Catalogue and Prices

WITCHELL-SHEILL COMPANY OF CANADA, LIMITED

Manufacturers of Boots, Outing and Athletic Footwear

Windsor — Ontario
Canada



Witchell-Sheill
TRADE MARK REGISTERED

TENNIS SHOES

They're Cheaper at F.H.W's



E 409—Men's white canvas Oxford, with laces and rams strap, fair stitched, rubber sole, sizes 6-10 **10/6**

GO to F.H.W's for your shoes this season.

Then you may be confident of getting absolutely reliable goods at lower prices than are asked elsewhere. You may be sure of the biggest selection of style and price in the whole kingdom, and a 50-years' reputation backing everything you buy.

However much—or little—you want to spend, visit your nearest F.H.W. branch to-day!

You can order by post if there is no branch near you. Send cash with order. We guarantee to fit you perfectly, and send all goods post free at advertised prices.

E 435—Ladies' white canvas Oxford, rubber sole... **6/11**

E 431—Ladies' white canvas Oxford, rubber sole... **4/11½**

Also ladies' canvas Tennis shoes from 3/11 to 8/11. Gent's from 3/11 to 10/6. White mock Buck and real Buckskin Tennis shoes; Ladies from 18/6 to 25/6. Gent's from 21/- to 37/6. Crepe sole shoes; Ladies and Gent's 8/11 to 11/6.

Freeman, Hardy & Willis

500 Shops throughout the country

Head Office: (Dept. 52) Rutland Street, LEICESTER



Save Money on Footwear

Get this Book FREE!

Specimen Values!

C917—"Octavia" (Regd.) Gibson shoe in the new Nigger Glaze Kid. Smart punched cap and galoosh, 12" Cuban heel, full toe. Marcellus value at 17/9.

17/9

At any F.H.W. shop or post free from Leicester.

B 334—"Robert" (Regd.) Black Box Calf Oxford shoe, welted; medium sole, full toe, punched toe cap. 1 stylish, long wearing shoe 19/11

19/11

At any F.H.W. shop or post free from Leicester.

D 680—"Lee growth Academy" (Regd.) Grae Kid and Box Calf lace and leather for children. Specially designed scientific lines, at once full comfort and support to growing feet. Beautifully made. Sizes: 7-8, 8-11, 9-10, 9-6, 11-12, 10-6, 13-1, 10-11, 2-5, 13-6.

from 8/11

At any F.H.W. shop or post free from Leicester.

500 SHOPS

Freeman, Hardy & Willis

Address for Postal Business: Postal Service (Dept. 52), Rutland St., Leicester.

Representative advertising of the largest chain shoe store organization in the world. The illustration on the right shows how they get after the prospect who cannot visit the local store

new units. The following extracts from their balance sheets are roughly calculated at \$5.00 to the £1.

	1922	1921	1920
Profits	\$663,890.00	\$621,110.00	\$483,075.00
Brought forward	\$174,755.00	\$165,795.00	\$150,220.00
Available	\$838,645.00	\$768,905.00	\$633,295.00
Expense of issuing new stock		\$8,000.00	
Dividend on preference shares	\$105,000.00	\$105,000.00	\$105,000.00
Dividend on ordinary shares	\$385,270.00	\$387,500.00	\$245,000.00
Carried to reserve		\$100,000.00	\$100,000.00

J. Sears & Co. Ltd., paid out a stock bonus of 6% in 1919 and for each of the last 3 years they have paid 17½% free of tax, on both old and new stock.

(It is not usual for British firms to give, in their public reports, gross profits or amount of capital. The stock dividends are accounted for to some extent by the explanation that the excess profits tax levied by the Government during the war provided for certain rebates based on profits over a given period. Most firms adopted the conservative method of writing off all payments made during the war and when rebates were made of counting them as profits. In this way many firms were enabled to maintain their usual dividends during the black period following the war).

If you think that the profits per store in these

cases are small, I would remind you that retail profits, overhead expenses, etc., cannot be measured by the rates common in Canada and the States. The efficiency of one country cannot be judged by the standards of another without a thorough examination of conditions. British efficiency in retailing is based to a considerable extent on a large number of small profits and strict economy in management rather than on large profits per transaction or per store. A London firm operating a chain of several hundred tea shops made a profit last year of \$3,900,000.00 yet the average profit per meal served in their tea shops could only be estimated in decimal parts of a one cent piece.

Neither does it seem that these firms "profiteered" since they have to meet keen competition from each other, from the private retailer and department stores, and from the gigantic Co-operative organization, which through over 1,500 retail societies operates about 7,000 stores, in probably one fifth of which boots are sold. This organization owns 8 large boot and shoe factories and several tanneries.

Of a totally different character is the publicity of the firms in the second group mentioned. Mansfield & Sons, Ltd. were, in 1918, operating 66 shops,—45 in English cities and 21 in leading continental cities. To-day they probably operate 100, all told. This

Wholesale Only

G.L.H.

LEADING wholesalers say the G.L. & H. Lines for the coming season represent the finest, most-for-the-money range they have seen in years.

If you have not yet had an opportunity of examining them, ask us for samples and prices.

Gagnon, Lachapelle & Hebert

55 Kent Street
Montreal

firm sells only goods of their own manufacture. Some of their stores rank as amongst the largest and finest boot stores in the world, indeed, their latest unit, a beautiful building in the most expensive part of Regent Street, London, is advertised as the largest high grade boot and shoe store in the world. It contains 25,000 square feet of floor space arranged as a series of salons in which the goods are displayed just as diamonds and jewelry are displayed at 'Tiffany's or Birks'. Mansfield's use national advertising to the general consumer and also use full page advertisements in the society papers for individual units of their chain.

William Abbott & Sons, Ltd. (Phit Eezie boots) run a chain of shops in the leading thoroughfares of London and Paris which are second only in size and quality to those of Mansfield & Sons.

The Walk-Over Shoe Co. operated 25 British stores in 1918 and Hanan's have a large store in London. Several other United States firms also have attempted to break into the market but have, however, sold out to local houses.

Among many other interesting features of British chain stores, two call for mention here. Lest you

think that the shoe chain firms are without competition of the most active kind, I mention the advertising of Jackson & Co., a firm operating a chain of over 100 hat shops. A few years ago this concern added boots to their stocks, as did also certain other hat chains, and they advertise persistently and vigorously. As proof that age and size do not make chain stores invulnerable, it is interesting to note that since the war new chains have been commenced and have grown to considerable proportions. Messrs. Barratt & Co., Ltd., of Northampton, who for many years conducted a Mail Order boot business have, since the war, gone into the chain business and recently opened their 25th store. Their profits last year were over \$200,000.00.

As mentioned at the commencement of this article, British boot and shoe manufacturers have, since the war, begun to advertise on a national scale and though their advertising may not be so lavish nor so stupendous as at this side of the water, they, in common with British manufacturers in other trades, possess at least one trait which makes for success in national advertising—persistency,—“keeping everlastingly at it.”

Common Errors in the Care of the Feet and Their Consequences

Some Simple, Fundamental Facts That Every Retail Shoe Salesman Should Know and Should Pass Along to His Customers—Ignorance of Them is the Cause of Much Misery

By Dr. VAL JOHNSTON

Most physicians who have been in practice for any length of time will have a considerable number of patients whose complaints have arisen entirely, directly, or indirectly, from the lack of proper attention to their feet. In fact many of the general public are beginning to realize that their lower extremities are as deserving of careful and scientific attention as their eyes or teeth. That this is not more widely known is of course lamentable, but until it is known, thousands of individuals must go on minus a large share of the joy and comforts that are everyone's natural heritage. Our knowledge of human needs has been and still is growing apace; oculists have demonstrated most conclusively what a vast difference the correction of a few simple errors of refraction makes in the happiness and health of those concerned. Dentists have proved for all time the great importance of a clean mouth cavity and the powers for ill from a pus pocket at the root of a defective tooth. Yet only a few years ago, it was a quite general conviction that defective teeth, or faulty vision were matters of but minor concern, or the will of fate. It is most encouraging to note that at last more attention is being focused on the care of those two members responsible for bearing all our weight and taking us from place to place.

Evils of Ill-Fitting Stockings

Many articles have already been written on foot trouble and cures so called, but outside of ill fitting

shoes, little has been published so far, as to the real cause. It is of course all too true that incorrect shoes have been responsible for a great deal of suffering induced by foolish pride on the part of the wearer, or ignorance on the part of the fitter, or both. But badly fitting shoes are not the whole story by any means. Many adult foot troubles have had their beginning in the cradle, and moreover many so called congenial deformities are nothing more than normal feet damaged and distorted by parental attention, loving of course, but none the less unwise. For example, mother, anxious that baby's feet shall be warm perhaps buys thick woollen stockings. At first they may fit the feet of the child, but at each successive washing that stocking tends to become smaller, and meanwhile baby's feet are steadily growing larger. The natural consequence is that long before the stockings are worn out, they are much too short, but still worn, crowding the little toes back towards the heel and laying the foundation for contracted tendons, hammer toes and bunions of adult life.

Further, in the case of the growing child, most parents have two pairs of shoes for their boy or girl, one for Sunday and the other for everyday wear. Supposing even that both pair are to begin with the same size, the everyday pair give little by little to the growing foot because of constant use, that by the time they are worn out and the Sunday ones taken over for everyday (usually the case), the child



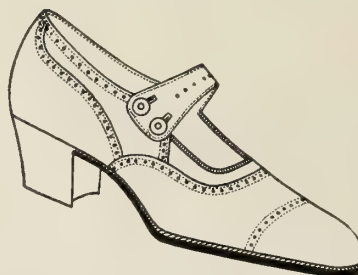
An Additional Service to Users of Our In-Stock Department

In keeping with our policy of extending the Perth in-stock service wherever possible, to meet the needs of the trade, we now offer our customers a free cut service. This service is the result of many requests for electrotypes of shoes from dealers who wish to use them in their own advertising. We supply a cut free of charge with each first order for 12 pair of the line, and believe that this will help you materially in selling more shoes. Ask us when ordering.



\$3.75

No. 6000 Black Kid Oxford
No. 6001 Brown "



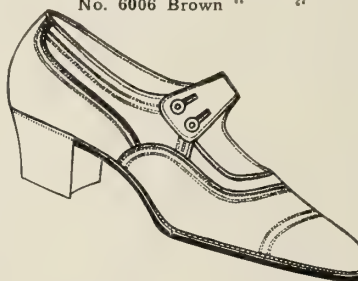
\$3.85

No. 6005 Black Kid Oxford
No. 6006 Brown "



\$4.25

No. 6033 Brown Calf Oxford



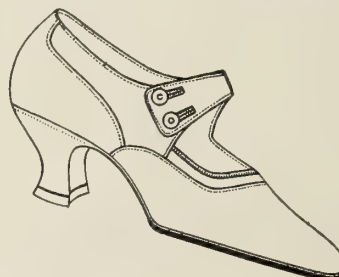
\$4.35

No. 6013 Brown Calf Strap



\$4.25

No. 6027 Brown Calf Oxford



\$4.60

No. 6034 Black Kid with Blk. Suede Top

WRITE FOR OUR IN-STOCK FOLDER—SHOWING ALL STOCK LINES

Perth Shoe Company Limited

PERTH, ONTARIO

Largest Manufacturers of Women's Welts Exclusively in Canada

W. S. PETTES
Room 413, Windsor Hotel,
Montreal, Que.

H. B. McGEE,
Room 706, King Edward Hotel,
Toronto, Ont.

J. H. McGEE,
Royal Alexandra Hotel,
Winnipeg, Man.

G. H. FERGUSON,
511 Bower Bldg.,
Vancouver, B. C.

is wearing a shoe considerably too short for the foot. The result is practically the same as that in the case of wearing too short hose.

The Nature of Corns

The question, so commonly asked, can you remove corns roots and all, makes it at once evident that the exact nature of corns, is not well understood. Most people seem unaware that there are many different forms of corns. A corn that is the ordinary hard corn with which most of us are familiar is merely a thickening and welding of the horny layer of the skin, and contains a core or nucleus. This nucleus is what many people take to be the root. As a matter of fact, there is no root to a corn. Corns are caused by intermittent friction and pressure usually over a bony prominence. Underneath the surface of the skin, there are little club-like projections, known as papillae, and these papillae contain the little lymph and blood vessels which furnish the skin with nutrition and nourish it. These little lymph and blood vessels are kinked or doubled over as from pressure by the shoe, the flow is interfered with in the same way that a kink in a garden hose would shut off the water. However when this pressure is removed as when the shoe is taken off, the little vessels fill again, and are larger than before because the pressure has partly paralyzed the nerve control of these vessels. The result is that the skin becomes thicker at this point. When the offending shoe is put on again the pressure is reapplied, some of the delicate tissue is crushed, and the little vessels are re-kinked. Thus more dead skin is formed than nature can take care of, and the result is a conical shaped little mass at the point where the pressure is greatest. This hard little mass is called the nucleus or core and as I have said before what most people take to be the root, when this is pressed by the shoe against the sensitive tissue underneath, of course pain is the result. The building up of extra tissue about the core is simply nature's attempt at protecting the part from further injury. It becomes quite obvious that the way to cure a corn permanently is to remove the pressure, and as a matter of fact this is the only way. A corn may be carefully dissected out, and relief will be had for a considerable length of time, but if the exciting cause is not also removed the corn must of necessity recur. A good corn plaster may remove some corns but it cannot remove a tight shoe, or put a distorted bone back into shape.

How the Bunion is Formed

Another very common cause of discomfort and pain is the bunion. Usually it occurs at the base of the great toe on the inner border, and in ninety-nine cases out of an hundred is caused by wearing shoes or stockings that are too short for the foot. The great toe is forced back and over and the head of the first metatarsal bone is forced out and the tendons contract, moreover on account of the one joint having to bear the pressure, because of its new prominence, that would ordinarily be distributed along the side of the foot, becomes enlarged; in the same way that a corn does, only in this is a growth on the bone. It should be remembered that a bunion once established, can be cured only by surgery. Of course they may be treated and padded to take the inflammation therefrom but this is only temporary relief, and my advice to anyone suffering from this malformation is

to consult an orthopedic surgeon as nothing less than the radical operation is of any use as regards a cure, and it is easily understood why some would rather put up with the bunion. Halfway measures however are only a waste of time and money and therefore to be deplored.

Fallen Arches

Still another complaint almost as common as the two above mentioned, is fallen arches. The fallen arch which is really made up of three distinct arches is maintained in position by ligaments and muscles in the foot assisted by the muscles in the calf of the leg. Long undue twisting or continuous strain will stretch these muscles and ligaments causing discomfort and pain, and a flattening of the arch. If this condition exists for any length of time the bones, ligaments, and muscles adapt themselves to the new state of affairs, and become set. In order to correct this set or rigidity, it is necessary to manipulate the foot in such a way as to break down these adhesions about the joints, so as to get the bones as near as possible into a normal position again. Then it is often necessary to strap the foot so as to hold it in a correct position in order that the inner muscles be allowed to contract back and stretch the outer muscles. Furthermore special exercises may have to be taken in order to strengthen the muscles that have to do with maintaining the normal arch in position. To assist nature in this reconstruction it is commonly necessary to fit a temporary support into the arch for the time being. That this support should be accurately fitted to the foot, is of extreme importance. To do this, a cast of each foot is made, after the arch has been brought back to as near normal as it is possible to get it. It is as essential for this cast to be exact, as it is for the dentist to have the exact impression of the patient's mouth in making a plate. Such important adjustments of course should only be undertaken by those who have a thorough knowledge of the detailed anatomy of the foot, and also sufficient experience to adapt this knowledge to the needs of each individual case. Each individual is different from all others, and each foot requires distinct and separate treatment. Apparently trifling errors here can make as much difference to the welfare of the patient like errors in fitting spectacles. Quackery is just as costly here as elsewhere.

Giving Customers Foot Comfort

(Continued from page 19)

of shoe I asked for," said the lady, stubbornly.

"And I," said the shoeman, "can't take the responsibility of selling them to you too small."

Thus the incident closed, the lady leaving in something of a huff. But it is probable that she will prove an advertisement for the store, rather than the reverse.

Blending Shades Preferred to Sharp Contrasts

Sharp contrasts are scarcely to be found in combinations, but trimmings in different materials of harmonizing shades are quite the thing. Thus one sees patent and satin trimmed with suede, suede trimmed with kid or, in heavier types, with calf, and so on.

2 Big Numbers in the *Mercury* Line for Spring 1924

Ask Your Jobber



Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

Tying in Hosiery With Footwear

Department Store Uses Six Windows to Demonstrate How They Can Match Hose and Shoes

A unique window display which recently occupied the entire store front of Abraham & Straus, of Brooklyn, served to illustrate in a striking manner the relationship between hosiery and shoe colors. Six windows were devoted to the display.

The most popular hosiery shades for the fall season were shown throughout the series of windows, matching or contrasting in each case with a pair of shoes. A model was featured in all the large windows, in order that hosiery and shoe shades might be displayed in harmony with the autumn apparel. One large window was devoted entirely to cordovan and to African. In this display the model wore a rich black coat. Just a glimpse of a dark brown dress was visible, and this shade was a bit lighter than the brown shoes and hosiery which were in matching tints. Another touch of brown, which added to the general effect, was secured through the use of this color in the fur collar and cuffs of milady's wrap. A second large window featured log cabin hosiery and shoes. Here the model was clothed in brown suit, with hat and collar in contrasting shades. The hosiery and shoes were the log cabin color. Grays were emphasized in a third spacious window. The

figure wore a black dress, black hat, gray fox fur and gray hosiery and shoes which matched.

The large window, which afforded display to evening hosiery colorings and slippers, was a particularly effective one. Here the hosiery matched the slippers with exactness. The model wore a striking evening gown in royal blue, and her silver slippers and hose contrasted very desirably. Gold, flesh, and several of the high colorings were shown in hosiery in this window. Two smaller but very effective displays stressed black patent slippers and black hosiery.

Contrasting, as well as matching hosiery shades, were used to some extent in several of the windows. These were chiefly in the wood shades for wear with brown shoes. Gloves, as well as hosiery and shoes, were shown to good advantage in the windows, and accessories also came in for a share of notice. Simplicity, however, marked the display, and no confusion of objects was permitted to detract from the special emphasis which was given to hosiery and shoes.

The company makes a practice of selecting its colors with especial reference to shoe shades. This is accomplished through co-operation with the shoe department in this house. Early in the season the shoe buyer and hosiery buyer go into conference and look over the leathers which are to be shown in shoe colors. The exact shades are then ordered dyed up



This illustration gives an idea of the space and elaborate care which Abraham & Straus devoted to the combined display of hosiery and shoes, with the object of establishing as close as possible a connection between the two in the minds of their customers

Courtesy Underwear and Hosiery Review





Another interesting illustration, featuring footwear and hose for evening wear, in which the gown, the hose and the shoes are all tied in effectively

Courtesy Underwear and Hosiery Review

in hosiery. The stock of the hosiery department this fall thus comprises colorings that are an exact match for every shoe that is carried in the store. In addition to this the best coloring for contrast is selected in hosiery in every case. Through this means the customer who buys a pair of shoes at Abraham & Straus may obtain an absolute match in the hosiery section or she may choose, if she prefers, the most desirable shade for contrast. If she buys a gray shoe, she will find a gray stocking to match perfectly and one to contrast perfectly. Or if she buys an oozie shoe, she may select log cabin to match or a shade of golden brown for contrast. The selection of colorings in the hosiery stock is thus based upon a safe and scientific method. The element of luck is eliminated as far as possible.

It has been found in this hosiery department that the choice of matching or contrasting hosiery shades depends to a large extent upon apparel as well as upon shoes. The woman who wears a dark dress without trimming for color relief generally chooses a contrasting hose, such as nude, beige, atmosphere or hazel, for wear with a dark slipper. If she wears brown apparel and brown shoes, she is likely to select a hose matching her shoes, since the latter are seldom quite the color of her dress. With a costume in which a combination of colors is used, a hosiery shade may contrast with the shoe coloring and match the contrast used in the dress, or it may be chosen to match the shoe shade. There is a wide latitude of choice and good taste, in matching or contrasting shoe and hosiery colorings.

How Fancy Socks and Short Skirts Have Affected the British Shoe Trade

The Englishman's newly acquired fondness for fancy socks has created a large business in the manufacture of low shoes, states W. T. Sears, president of J. Sears & Co., of Northampton, England, who has been visiting Canadian and U.S. shoe centres recently.

The Britisher has adopted fancy socks as a part of his costume," said Mr. Sears, "which has largely increased our output of low shoes and decreased the demand for high shoes, which we shall call boots. Until about a year ago, the percentage of boots manufactured for men was 90% and for low shoes 10%. Now it is 50% of each, with the promise of larger demand for the low shoes in the next year or so.

"Women also have shown a marked fondness for low shoes. This became noticeable at first when the short skirt became fashionable. Now 75% of our output for women are low shoes."

Mr Sears commented upon the fact that twenty years ago London was filled with U.S. shoes, while today very few are sold. "The Americans caught us napping by the introduction of novel shapes and patterns, but the British manufacturers speedily adopted the same methods," he said.

"During my trip I have carefully surveyed all the best shoe stores in the States and Canada and have found very many attractive styles combined with sound workmanship," concluded Mr. Sears.



“GUTTA PERCHA” RUBBERS

Reign Supreme Over Autumn Rain

Autumn is here. The rains have come. The greatest sales will go to the merchants who most persistently display and push “Gutta Percha” Rubbers.

How is your stock? Missing sizes and styles mean missing sales. See that you have the stock to turn every inquiry into a sale. Customers prefer “Gutta Percha” Rubbers—let them know you have them. Make your local advertising and your windows so alluring that your busy cash-register will tinkle cheerily.

At Your Distributor's or Our Nearest Branch

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast

Mail Order Shoe Repairing

Very Many Small Communities Offer Field for Extension of Business
During Slack Season

By OLIVER M. BROOKS



With the tumbling Autumn leaves there usually comes to the shoe repair man in the average location an additional flurry of work that in many instances will equal or even outdistance the other busiest times of the year—business which if he is wise he will take full advantage of, without allowing it to raise false hopes, but with due understanding that it is one of the real harvests of this year and like all harvests must of necessity be of short duration.

When the last eddies of swirling leaves have been driven into windrows and corners, with the first flurries of snow or penetrating winter wet comes the call for overshoes and rubbers, bringing realization to the repairman that this short harvest of repairing has had its run and, except those few fortunate locations in the larger cities dependent largely for their work on office and indoor workers, there comes a thinning in the work that allows more time for reflection and the consideration of ways and means.

The lessened recordings of the cash register bring food for thought—with which to the ambitious come problems for stimulating turnover and the development of new or additional business that shall keep the wheels busy and give solid resistance to that relentless demon of compounding overhead fostered by lessened production. It is the natural time for thought, for planning and—for those who would be successful in maintaining the volume of their business—activity.

When the Local Field is Thinning—What?

Since the immediately local field is thinning one naturally thinks of the possibilities of developing fresh fields and pastures new and sees the desirability of attracting and reaching out for business that hitherto may not have come his way. Other repair men in the vicinity, or at least that portion of them who do not believe in waiting Micawber-like for "something to turn up," will be having similar thoughts and the immediate local prospects may not look too bright—although the fortunes of small business, even as in wooing the Fair Ones, frequently favor the bold.

Other small communities—particularly those that are too small to immediately support an up-to-date shoe repair establishment, and their numbers are legion—afford an excellent opportunity to the man looking for ways and means of expanding, now that the requirements of his own neighborhood have slackened off. Mail order shoe repairing offers an opportunity that is far from being developed to the extent of its possibilities. It can be worked up and handled without interference or diminishing attention to regular business as several successful repairmen have demonstrated—the field is large and far more simple of development than many of the complicated problems successfully handled by the giant concerns that thrive by supplying just such communities with a

large percentage of their requirements by mail.

Because they may have no good shoe repair man easily available the cupboards of many houses in such small communities invariably contain shoes that can be made to yield a profit to the town shoe repairer who is progressive enough to reach out and get them from their hiding place, and also beneficial service to the owner, if the two can be economically brought together. What can be more easy to imagine than that this very desirable end be accomplished through the mails.

Cash Business and Clean-cut Jobs

Such a service—if it is a service in actuality and not in name only, is of real benefit to rural centres and small communities having no dependable repair shop and in those places limited in number where it exists receives their whole-hearted support.

Such a scheme has many advantageous angles to the town repair man who may be giving it consideration. It is a business that can be used to stabilize and fill in the natural seasonal fluctuations of the town repair trade by giving special attention to the solicitation of business from the small centres when business in the larger places is dull. Because of its nature and the fact that the mails are to act as go between and carrier, location in the town is not the important factor for mail order business that it is for developing a while-you-wait or city business and the man in the more modest location has the same opportunity as the more expensively located shops that get the larger portion of the town transient and office-workers trade.

Mail order can be made an entirely cash business. And here is an important phase of the question—experience proves that such handling by mail has a tendency to bring out particularly the better class of work, the larger and more straightforward job and consequently the more profitable and desirable class. It is easy to understand that prospective customers will not go to the trouble and expense, even although this is slight, of mailing shoes for repairs if the repairs required are trivial or the shoes in too dilapidated a condition. Having favorably regarded the method—the first step is to look over the possible field. It is far better and easier and the plans are more likely to be attended with success if the efforts are concentrated upon some one or two communities or centres rather than to scatter the effort in a haphazard manner over a general unsurveyed territory. Better, too, if the district to be worked is far enough away that the residents do not regularly commute to your town although if a place can be selected within the first twenty or forty miles postal zone so much the better and easier for parcel post rates.

A good personal survey of the district proposed to be solicited is essential and gives a personal contact with the problem that is very desirable and in many



BUY YOUR FALL SHOES NOW

Are you one of our many satisfied customers; who are using our "In-Stock" Service.

Styles illustrated here ready to ship day order is received.
Terms: Net 30 Days first the following



- | | |
|--|--------|
| 3002—Girls' Velour Calf High-Cut Bal, | |
| "Mckay", Fudge Edge, "D", 8-10½ | \$2.55 |
| 4002—Misses' Velour Calf High-Cut Bal, | |
| "Mckay", Fudge Edge, "D", 11-2 | \$2.90 |
| 3004—Girls' Tan Calf High-Cut Bal, | |
| "Mckay", Fudge Edge, "D", 8-10½ | \$2.55 |
| 4004—Misses' Tan Calf High-Cut Bal, | |
| "Mckay", Fudge Edge, "D", 11-2 | \$2.90 |
| 3005—Girls' Black Kid High-Cut Bal, | |
| "Mckay", Fudge Edge, 8-10½ | \$2.55 |
| 4005—Misses' Black Kid High-Cut Bal, | |
| "Mckay", Fudge Edge, 11-2 | \$2.90 |
| 4011—Misses' Patent High-Cut Bal, | |
| "Mckay", Fudge Edge, "D", 11-2 | \$2.90 |

- | | |
|--|--------|
| 800—Growing Girls' Tan Calf 7½" Bal, Goodyear White Stitch, | |
| C & D, 2½-7½ | \$4.10 |
| 801—Growing Girls' Velour Calf 7½" Bal, Goodyear White Stitch, | |
| C, & D, 2½-7½ | \$4.10 |



**Genuine Goodyear
WELTS**

- | | |
|---|--------|
| 3028—Girls' Patent Bal Oxford, "Mckay", | |
| Fudge Edge, "D" width, 8-10½ | \$2.25 |
| 4028—Misses' Patent Bal Oxford, "Mckay" | |
| Fudge Edge "D" width, 11-2 | \$2.50 |
| 3029—Girls' Velour Calf Bal Oxford, "Mckay" | |
| Fudge Edge, "D" width, 8-10½ | \$2.25 |
| 4029—Misses' Velour Calf Bal Oxford, "Mckay", | |
| Fudge Edge "D" width, 11-2 | \$2.50 |
| 3030—Girls' Tan Calf Bal Oxford, "Mckay", | |
| Fudge Edge, 8-10½ | \$2.25 |
| 4030—Misses' Tan Calf Bal Oxford, "Mckay", | |
| Fudge Edge, 11-2 | \$2.50 |

- | | |
|--|--------|
| 4062—Misses' Velour Calf High-Cut Bal, | |
| B, C, D, widths, 11-2 | \$3.45 |
| 4065—Misses' Tan Calf High-Cut Bal, | |
| B, C, D, widths, 11-2 | \$3.45 |
| 4040—Misses' Tan Calf Bal Oxford, | |
| B, C, D, widths, 11-2 | \$2.95 |
| 4041—Misses' Velour Calf Bal Oxford | |
| B, C, D, widths, 11-2 | \$2.95 |
| 4047—Misses' Patent Bal Oxford, | |
| B, C, D, widths, 11-2 | \$2.95 |

GETTY & SCOTT LIMITED

Makers of Classic Shoes for Growing Girls, Misses and Children

GALT, ONTARIO

cases will of itself suggest how the matter can be best handled. If the time can be spared from regular business—we are assuming now it is the slack season—a personal canvass of some of the more prominent residents will help a good deal in getting the right angle of advertising your proposition—for how the news does travel in the small places—and of assisting you in getting the viewpoint of the locality and helping in planning a campaign accordingly, allowing the elimination of points that might become possible bones of contention.

Under certain circumstances it might be wise to arrange for some local store or party to act as agent.

Under other conditions it may be apparent that such procedure is unnecessary and that it is more desirable that contact be established direct.

Advertising in the Bush

Just how this contact is to be made will depend a good deal on the district being covered and the ingenuity of the person doing the covering. Originality is worth a good deal in such a case.

Just what such originality may sometimes mean is strikingly instanced by a case personally known to the writer of a shoeman living in a small town who catered especially in shoemaking and repairing to the lumberjack element that made up the community. Time came when the need was felt to get more business. The town was surrounded by mountain, bush and stream, typical log country and not a particularly bright prospect from the repair point of view. The only possibilities lay in the scattered but prosperous logging and prospecting camps scattered about working the great forest. How to connect was the problem. One cannot bill post such country, direct mail was out of the question because of the floating nature of the population and lack of lists—there were no railroads and word of mouth or messenger was the most common method of conveying messages.

Originality suggested a way. A couple of hundred small signs were printed in black letters on white cotton similar to that used by the Department of Forestry and Mines and by the fire rangers and these were given as wide distribution as possible, being tacked up on tree, post or shanty in conspicuous places making a noticeable, inexpensive yet surprising permanent advertisement.

Lumberjacks passing out to the outlying camps were commissioned to act as bill posters,—usually for some small favor, as a new set of calks, etc., and in most instances carried out their commission. The writer saw one of these cotton signs tacked up on a giant cedar eighty miles removed from its source and a root projection on that forest giant beneath that conspicuous white legend was snagged and scratched by calked feet where many a passer had paused with one calked shoe resting on that knob to laboriously spell out the wording of that unusual sign.

Those signs drew business by messenger and mail, the telling of which would sound like romance. They were ingenious Charlie, old man!—and you won because you deserved to.

It is decidedly unlikely that a community so small that it does not boast its own shoemaker would have a newspaper of any sort, although frequently some of the larger nearby local papers make a point of featuring the news of such a section on certain days in a set column, which reaches and is read and re-read by residents of the community referred to. Such a paper will often give a suggestion of likely districts in these

columns and especial note should be made of such newspaper opportunity. Small reader ads in such space suitably worded and frequently changed can be made to work wonders and are inexpensive.

The personally addressed circular letter makes a good messenger in such districts and good lists can be made from rural telephone directories or may be secured from local banks or business men. The Post Office Department in their effort to reduce the great quantities of misdirected mail forwarded from incorrect mailing lists has worked out a scheme that can be used to excellent advantage whereby they will undertake for set sums to place letters or advertising mail matter, one piece to each mail box, over certain given routes or districts without these being personally addressed. In other words they will methodically deliver your advertising matter for you at certain mail rates. The value of such distribution depends a great deal on the advertising effectiveness and salesmanship in the matter used.

The C.O.D. parcel post regulations now in successful operation offer increased facilities for the handling of the shoe repair business by mail. Finished shoes may now be returned to the customer by mail C. O. D. overcoming one of the former objections that collections by this method were difficult—although in actual practice this never was a very serious obstacle. Full particulars of the C.O.D. service and proper mailing tags will be supplied free of charge at any money order post office.

One successful repairman we know makes a practice of prepaying postage on all work so returned. Too expensive some will say. The cost averages out less than a couple street car tickers for your messenger boy and he gets prices that would allow city delivery by messenger.

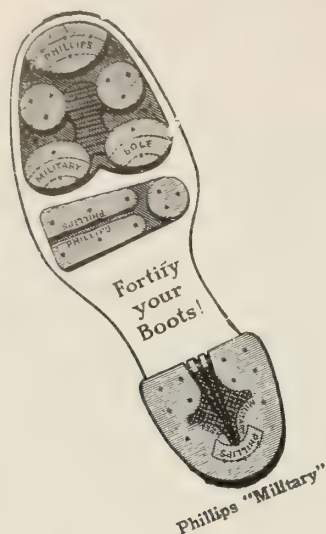
As in over the counter work, mail order customers appreciate and respond particularly to promptness in delivery. When shoes are specially requested for a certain date make a point of having them done by that time or advise the customer of your inability. A little trouble perhaps—but one minute and a post card will do the trick—and it pays.

Rejections not a Problem

An objection sometimes raised to soliciting mail order business is the fact that work may be forwarded that it will not pay to do and which would not be satisfactory if done. Actual experience does not bear this out. Usually the work received by mail is of especially good quality and therefore particularly desirable, but it is a contingency easily provided for and if such a happening does occur this objection can be turned to good advantage by using a politely worded rejection slip which can be printed to allow a written line giving the "reason why" and returned with the rejected shoes.

We have never heard of a customer being lost where a shoe repairer probably refused to undertake work that would be unsatisfactory or unprofitable to himself or the wearer, but good confidence in the shoemaker's judgment can be established that way.

A simple acknowledgement form or card to be dispatched to the sender upon receipt of shoes to be repaired is a business building investment and helps to convince the customer that he is dealing with a concern that will appreciate and properly handle his work. If provision is made to show on such a card what is being done to the shoes—what the cost will be and when their return may be expected it helps to give a



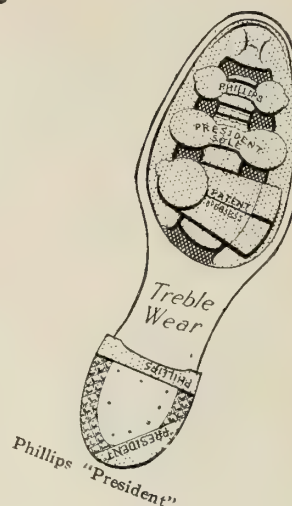
Comfort Without Inconvenience

Most people despise rubbers. What they want is something that is more comfortable and convenient, something that will eliminate the putting on and taking off, yet prevent dampness and slipping. That something is

Phillips Soles and Heels

Suggest and Display Phillips both weights

Heavy or Light



Distributor of B.B. Polishes for Province of Quebec

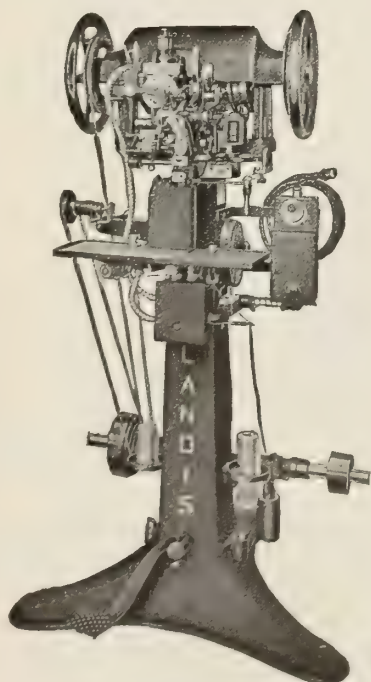
R. L. Brown

Importer and Manufacturer's Agent

60 St. Paul St. East

Montreal

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative
ROBERT J. VAN STONE

167 John St., South, Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., Second and Gano **St. Louis, U.S.A.**

good impression of the businesslike methods of the place and is a good form of publicity and advertisement for repeat business.

Too much emphasis cannot be put on the necessity of returning shoes in good shape. Mail order shoe repairing is the acid test of good and satisfactory work and work is never satisfactory that is incomplete or unfinished in any detail. The greatest care should be given the final inspection—preferably by a person other than the one who did the work, to see that the shoes are really and completely repaired—not 90% or 95% completed and not left with some trifling detail incomplete that is bound to annoy the recipient.

The little rip, the odd hook or eyelet, the sock lin-

ing or the possible nail are points that require careful and persistent attention. The largest and most successful mail order shoe repair business that we know is where those details are given the most painstaking care—even to the replacing of broken or defective laces—and charging for them.

The reason for success given by the owner of this business in response to queries by the writer are worth the consideration and reconsideration of all interested in this angle of shoe repairing. The question was unexpected and the pithy answer unpremeditated, but it put the essentials for success in a short sentence. "Good work, the best materials, advertising—and Living Up To It."

Preserving the Health of the Foot

The Viewpoint of a Practical Shoemaker of Long Experience —Features, Commendable and Otherwise, in Corrective Shoes

By R. H. QUINTON

Shoemaker and Repairer, Whitby, Ontario

After serving nearly forty years in the manufacture of boots and shoes, I have no hesitation in writing a short biography for publication, trusting what I say may be of benefit to those engaged in the good work, and in no way a knock or hindrance to the good work I find our brother shoemen engaged in.

No doubt we are all very anxious to help suffering humanity, but we do not all see through the same set of glasses, and I have often wondered why men of ability so often take the very opposite views as to how a boot or shoe should be made to give perfect comfort and at the same time a reasonable amount of wear for the money invested.

An Age of Specialization in Shoes

As you will know this is a wonderful age of specialization in footwear, and at no time in the history of the world has more serious thought been given to it. You are either a success or a failure depending entirely upon your efforts and efficiency as a mechanic. Of late we read and hear a lot about arch supports, arch props, arch grip, nature arch, and last but not least—no arch support at all. I may say just here that many of the appliances offered for sale are good in their place, but my own feeling is that they are seldom adjusted to suit the individual for whom they are intended. You will agree with me should I undertake to boost or criticise all of the above appliances, it would take too much time and space.

I might, however, make mention of a type of corrective shoe which has impressed me favorably. I have thoroughly examined and taken measurements of this boot and I must say it comes the nearest to filling the bill of any factory shoe I have ever examined, and yet it can be greatly improved on. Nevertheless, our men will make no mistake in wearing this type of shoe. The last is a medium round toe, especially hollowed out under the arch to make the boot fit close up under the transverse arch, and carries an orthopedic rubber heel to relieve the weight on shank. If the steel shank on this boot were made to lift the arch on pressure it would be almost a

perfect boot for say 50 per cent. of our men. I claim the arch of a boot should not go down on pressure, but rather the reverse. It can be done.

Now, sir, I have always claimed that people with abnormal feet should have their boots made to order, but, like other shoemakers, I find skilled labor is hard to get, in fact not to be found in many centres.

I never tire in the study of the human foot and fitting it with the proper kind of leather covering. I find in actual measurements of the regular factory



Fig. 1

boots they do not balance properly for a free and easy gait. They do not grip the waist of the foot. Heels are too high and too short. The shank is too short. Insole under heel of foot too flat and no allowance for great bone under heel, which becomes tired and sore tipping foot forward and throwing

*"Everybody's
Keen for it."*



Whittemore's STICK CLEANER

*for Suede, Nappy Leather
and Canvas Footwear*

- ¶ Now available through your jobber to Canadian dealers, or if your jobber cannot supply, write us direct.
- ¶ This cleaner is going like wild fire in the United States. It will make the same hit in Canada.
- ¶ Put up in white and 15 colors. Comes packed in individual display cartons containing 12 packages—a most attractive Silent Salesman.
- ¶ Here is the most profitable Speciality you can handle and the most needed to take care of the prevailing mode in footwear.

WHITTEMORE BROS.
CAMBRIDGE, MASS., U.S.A.

Makers of Gilt Edge

Shoe Polishes and Manufacturers for Half a Century

weight on metatarsal joints. Result is tired aching feet. No feet, no man!

Our Work

I will now direct your attention to the cork boot shown in Fig. 1. This boot has an extension of 7 inches on heel and 3½ inches on forepart, made in the following manner: 2½" of cork and felt inside of boot under heel, and ½" of felt under ball of foot



Fig. 2

inside; 3" of cork on outside of forepart of boot and 2" of cork under heel, with 2½" heel of leather and rubber.

The child's boots (Fig. 2) are for a boy suffering from paralysis. Those boots are made to hold feet from turning over without the use of a brace.

Next I would draw your attention to a boot made to prevent flat feet (Fig. 3). You will see where I am pointing at the arch and note the arch is as high



Fig. 3

in centre of shank as at breast of the heel. In this boot I claim the measurements to be correct and the boot to balance properly for easy walking. Since man has added the heel to his footwear we must assist nature or take the consequence, namely, sore, tired, aching feet. **The heel** must be taken into consideration in the construction of a boot or shoe that is intended to give comfort to the wearer and at the same time look well and keep its shape. The normal foot is so constructed as to carry the weight evenly divided on the ball, outside of foot, and heel. When we add the heel we must also use a bridge from heel to ball, and this bridge or arch should be so constructed as to lift the arch of foot upon pressure; just as a man's muscles expand when about to take a lift, so likewise the arch of his foot should grow stronger and not go down on every little exertion.

Toronto Repairers Hold Successful Rally

New Secretary Enters Into the Work With Enthusiasm

An opening rally of the Toronto Shoe Repairers' Association was held in Foresters' Hall on the evening of Wednesday, Oct. 24. Very inclement weather prevented as large a gathering as might have been hoped for, had the climatic conditions been more favorable, but some twenty enthusiastic members attended and various phases of the work of the association were discussed, particularly with regard to its activities during the coming season.

The president, Mr. Weir, occupied the chair, and most of the "old guard" were on hand, together with a promising turn-out of new members. Mr. Smallwood, who has accepted the secretaryship, succeeding Mr. Merchant, who was anxious to be relieved of these duties, got a hearty welcome in his new office. He was called upon to report regarding the canvass made during the preceding two weeks, rounding up old members and soliciting new ones.

Mr. Smallwood reported that he, with Messrs. Butterworth, Robertson, Weir and Burnett, had spent several afternoons covering various districts of the city and the results, on the whole, had been very encouraging. Many new members were enrolled and the interest of delinquents was aroused and outstanding fees were collected. One thing they had found was that nearly every man they called on had some suggestion to make regarding association work. All those suggestions were welcomed, and they had invited every repairer who believed he had any idea for the betterment of the trade to come up and present it before the association. The notion that some people had that the local organization was run by a clique was entirely astray. There were no "big bugs" in it and every member had equal rights and equal voice in its activities.

Mr. Smallwood said that now that he had taken the secretaryship he was going to stick with the job until it was completed. "They say a new broom sweeps clean, but if this broom begins to wear out, I'm going to get some new bristles," he declared.

Mr. Chas. Robertson, the father of the Toronto Association, was next called upon for a few words, and made a most excellent five-minute address on organization work. Referring to the canvass which had been made, he said that the reception which had been accorded the canvassers had been encouraging in nearly every instance, and most of those whom they called upon were able to see the value of the association. He felt that to-day they needed it perhaps more than ever before. Through the association, the trade had been raised to a higher level of operation; shops had been placed on a business basis; repairers had been educated to the advantage and necessity of clean premises, of proper bookkeeping methods; of advertising. Prices had been increased to the point where the repairer could make a fair profit. An indication of what would happen of the association were allowed to fall to pieces was shown during the last six months. During that period, the organization had been in a dormant state and prices had dropped from \$2.50 to \$1.75. Without the support of the repairers of the city, the trade would drop



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.
Amherst, N.S.

Makers of highest quality
footwear finishes



A glance will tell you all you need to know

Honest value was never more evident than in the "Peterboro" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO



The Famous Samson SKI BOOT

These boots have steadily grown in favor and make a profitable addition to the merchant's winter stock. Place your order early and be ready for the first demand.

Samples and prices on request

J. E. SAMSON ENR
20 ARAGO ST., QUEBEC

back to the old conditions. Financial support, alone, was useless; the association must have their moral support.

The chairman requested Mr. S. Burnett to make a report regarding the convention of the Ontario Federation held at Brantford. Mr. Burnett gave a brief but thorough review of the proceedings of that gathering and pointed out that it was the biggest get-together event in the history of the Canadian shoe repair trade. With regard to the condition of the local association, he declared that those who undertook the work of organization had to put up with many disappointments and many set-backs, but he believed that the attendance at the meetings of the Toronto Shoe Repairers' Association had been, on the whole, better than the average when compared with that of other similar bodies.

Another of the "old guard," Mr. Arthur Butterworth, was called on, and he led the members back over the path that had been travelled in the last six or seven years, pointing out what the association had accomplished for the improvement of conditions in the shoe repair industry. They had had some mighty good times, and they had some mighty poor times, he said. Right now conditions were difficult, but he knew that the good times were coming again, and was very pleased with the attendance at this opening meeting.

It was decided to hold the next meeting in the east end with a view to working up the interest of the trade in that locality, and the plan is to hold district meetings in the different sections of the city within the next few months. The object finally in view is to organize all the districts so that local meetings may be held which will make it convenient for a larger percentage of shoe repairers to attend.

Questions and Answers

**When You Have a Problem, Consult This
Column—It May Provide the Solution**

Q.—I have a lot of leather by me that is so hard I have not been able to use it. It seems good enough leather but is so terribly tough and heavy that it is almost out of the question to cut it with an ordinary knife and channelling or sewing is out of the question. Can you tell me if there is anything I can do to make it workable?—S. H., Sask.

A.—We presume you have tried the ordinary methods of softening and tempering by soaking in water till wet through and laying aside while wet, covering it up with burlap or old sacks to mull or temper. If this fails the only recourse is by chemical softening arrived at by using given chemicals dissolved in water and immersing the stock in this prepared bath to obtain the desired results. The most stubborn leather can usually be made workable by this method. For your use one of the ready mixed preparations would be best. There are various trade marked preparations for exactly this purpose that work quite satisfactorily and if you will repeat your enquiry to some of the findings houses advertising in Footwear they can supply your requirements in

A.L. GAMBA 46 Dean Street,
London W.1 & Milan

Agent for Canada:—
A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491
Telegrams:
"Gambashoo,
Ox. London"

Gambas
Famous Milan Toe Ballet Shoes

FOR OVER 20 YEARS
Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.
The position of Toe Dancing in England today
is Testimony to their Excellence

convenient form. If unable to do so we will supply you with names and addresses by direct mail.

Toplift on Wooden Heel

Q.—I always have a job in replacing a worn toplift on a wooden heel to get a good shape and finish. If I finish them on the scouring wheels there is always the danger of damaging the covering. Is there a better way of doing this?—Portage Shoemaker.

A.—There is a cutter made for this purpose that will fit on your edge trimming machine, if you have one, used for trimming top lifts only, leaving them at just the right bevel. The bed or cutting surface of the cutter is made at just the reverse angle to a shank cutter. Procurable at any good shoe machinery supply house.

Nailed Work on Composition Soles

Q.—I have been quite interested in some of the composition soles being used and would like to try out some of this on some nailed work. Ordinary shoe rivets do not seem to hold well—is there any special kind of nail or staple to use for such jobs.—J. J., St. John.

A.—Soling nails are specially made for the work you describe. Something like a cobbler's rivet in shape, having the so-called sword point and an oval shaped head designed to set down in the soft material so that it will not catch or kick out.

Price List of the Toronto Repairers' Association

HALF SOLES

	Men's	Women's	Boys' 2 to 5 1/2	Youths' 11 to 14	Misses' 11 to 14	Children 8 to 10 1/2
Sewn Half Soles, Goodyear Welts	\$1.75	\$1.50	\$1.50	\$1.35	\$1.20	90c
Nailed Half Soles	1.65	1.35	1.40	1.25	1.10	75c
Turns	1.00	3.50 up	2.50	2.25	2.00	1.50
Fibre Soles Sewn	1.30	1.40	1.40	1.15	1.10	75c
Toe Pieces Sewn or Nailed	50c	40c	40c	40c	30c	30c
Side Pieces Sewn or Nailed	50c	40c	40c	40c	30c	30c
Hand Sewn Soles	50c extra					

WHOLE SOLES

Leather Whole Soles and Heels	\$3.00	\$3.00	\$2.75	\$2.50	\$2.50	
Fibre Whole Soles and Rubber Heels	2.75	2.50	2.50	2.25	2.25	
Rubber Whole Soles and Spring Heels	2.75	2.50	2.50	2.25	2.25	
Whole Soles (only), Leather	2.75	2.75	2.50	2.25	2.25	
Whole Soles (only), Fibre	2.50	2.50	2.25	2.00	2.00	

HEELS

Heels Straightened, regular	50c	35c	40c	40c	35c	30c
Heels, Orthopedic, Straightened, regular	85c	75c	75c	65c	50c	50c
Heel Straightened and Quarter Rubber Tips	85c	75c	75c	65c	65c	65c
Heels Straightened and Rev. Rubber Heels	75c	65c	65c	65c	65c	60c
Rubber Heels Ordinary	50c	50c	50c	50c	50c	50c
Rubber Heels Solid	75c	75c	75c	75c	75c	65c
New Heels	1.00 to 3.00					

TOE CAPS

Toe Caps	50c up
----------	--------

MISCELLANEOUS

Patches sewn on	25c	Holy Nails, Sole, Heel and Shank	75c
Patches cemented on	50c	Holy Nails, Sole only, for Tool	50c
New Counters	\$1.50	Re-fishing Soles for stock	50c
Heel Lining Oxford	50c	Buttons with Fasteners	25c up
Heel Lining Boots	75c up	Buttons sewn by hand	75c
New Vamps	3.00	Back Straps	50c up
New Elastics	2.50	Dyeing	50c up
New Welts all round	2.50		

SKATES

Skates put on with screws	35c	Skates sharpened	20c
Skates riveted on	10c each rivet		

This list is not laid down by the Association as hard and fast rule but as a guide. It represents the highest price level at present secured in Toronto.

To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses' and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

'La Duchesse' Shoe Co.

Registered
MONTREAL

HUMBERSTONE

NON-
RIP
Reg'd



Black
Brown
Tan

SANDALS

These fast selling sandals need no introduction to the Trade, but it is as well to get your order in early.

Humberstone Shoe Co., Ltd.
HUMBERSTONE, ONT.

Wholesale Only



—means

SQUARE WEAR

If ever a shoe catered to the public's demand for longer wearing footwear, it is Yamaska. During its sixty years on the Canadian market, it has consistently led its field in this respect.

Better materials, better workmanship and scientific design are the reasons.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.

Safe to Buy and Safe to Sell

HYDRO CITY SOLID LEATHER *SHOES*



Hydro City solid leather shoes are a good investment for any dealer. Changing styles have no effect on their sales. The market is always there. In addition, the strength and serviceability which is built into them builds goodwill and future patronage for the store which sells them. YOU should have a stock on your shelves.

Large stocks are kept ready for immediate shipment, both at 342 Richmond St., London, and at Kitchener.

HYDRO CITY SHOE MFRS.

KITCHENER**LIMITED****ONTARIO**

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

Imperial Shoe Store, Edmonton, registered by Tom Moreau and Mamie Katherine Williams.

Moses Dubin, shoemaker, Montreal, registered.

"Gelfands," Montreal, shoe dealers, registered by Charles Gelfand and Louis Gelfand.

Silver Footwear Mfg. Co., Toronto, registered.

Brown & Zaslov, shoe dealers, Montreal, registered.

Lapierre, Houle & Co., shoe manufacturers, Montreal, registered.

Newport Shoe Mfg. Co., Toronto, has moved its plant from Wolseley St. to larger premises on College St. to accommodate growing business.

Work is progressing on the fitting up of the Cinderella Shoe Shop, 179 Yonge St., Toronto. This store will be opened about the middle of November by S. N. Saba.

The Witchell-Sheill Co. of Canada, Windsor, Ont., whose entry into the Canadian field was announced some time ago, have taken out a Dominion charter.

S. Freshman, shoe retailer at 573 Barton St. East, Hamilton, Ont., is enlarging his store.

A. L. MacNabb is taking over the footwear business of T. D. Hume and Son, on Main St., Milton, Ont., on Nov. 1.

The Canadian Shoe Hospital, Montreal, registered.

Sam Lom, shoemaker, Montreal, registered.

Outremont Shoe Hospital, registered.

Chas. Bagnall has opened up a shoe repair business in North Battleford, Sask.

C. Hawkins has taken over the business formerly operated by E. Weaver, Cobalt, Ont.

The firm of Harry E. Orange & Co., Ottawa, is starting in the shoe business.

A. Vocino, shoemaker, Montreal, has recently registered.

M. Weinberg, shoe dealer, Montreal, registered.

Dominion charter has been taken out by Jos. A. Desautels, Ltd., Montreal.

Lena Shoe Co., Montreal, registered.

J. P. Ferine has opened a shoe repair business in Edmonton, Alta.

The Walk-Rite Shoes, Ltd., Edmonton, has commenced business.

R. J. Rowe, shoe repairer, has opened up in Manna, Alta.

H. B. Short, shoe dealer, Digby, N. S., has been succeeded by A. J. Dillon.

Eminio Cala, shoemaker, Montreal, has registered.

Jules Lapointe, shoemaker, registered.

City Shoe Repairing Shop, Regina, has commenced business.

The Reliable Shoe Co., Limited, 1666 Papineau Avenue, Montreal, now has discontinued its manufacturing operations.

The Jos. Lacasse Shoe Co., Limited, 323 Aird Avenue, Montreal, is the name of a new firm which will start manufacturing operations in the near future. The president and general manager is Mr. Jos. Lacasse who formerly was with the Reliable Shoe Co., Ltd. A new plant is now being fitted out with machinery and, we understand, will be in full running capacity before the end of the year.

L. N. Prevost & Fils, Limitee, 1025 Ontario St. East Montreal, have now started the manufacture of high grade footwear.

Our friend R. L. Brown has taken unto himself added liabilities on the 8th inst. in the nature of a partner for life, and, like all good citizens, we hope the event will be one that

will long be remembered by the participants. The young lady in question, Miss M. F. Cummins, we admit is taking chances, but don't we all do so? In any event Mr. Brown we wish you the best of good wishes in your undertaking.

S. Roy Teetzell has opened a shoe store at 83 Bank St., Ottawa.

Joseph Detah, 80 Dunlop St., Barrie, Ont., has recently opened for business.

Supplementary letters patent in the Province of Ontario have been issued to the E. H. Barker Shoe Co., Ltd., changing the firm's name to the Colonial Shoes, Limited, and increasing the capital stock from \$40,000 to \$80,000.

M. Ostrovsky, shoe dealer, Regina, Sask., has discontinued business.

The New Hand Made Shoe, Montreal, has been registered by Oscar Lachance and Jos. Alphonse Lachance.

E. J. Crockford, Prince Albert, Sask., recently advertised shoe repair business for sale.

W. H. Butler, shoe repairer, Saskatoon, has opened a branch on Westside as Butler & Son.

Hubert Ashplant & Sons, 148 Dundas St., London, Ont., are remodelling their store and installing new fixtures.

We hear that C. B. Warren, of Strathcona, Alta., who has been in hospital for some weeks, has given up his store and the stock has been removed. It is understood, at the time of writing, that Mr. Warren is progressing favorably.

It is announced that the Stacy-Wagner Leather Co. has definitely decided to move from Simcoe to Brampton. The management state that they expect to move the employees and machinery to the new quarter in Brampton at the end of the year. The reason assigned for the change is the cheaper freight rates from Brampton to Toronto.

Jos. Bazinet, Hawkesbury, Ont., is giving up shoemaking to start a butcher store. His son, Rosaire, will continue the shoe business.

The Hamilton repair trade has lost two of its well-known and respected members, one through death, and the other through change of business. W. Miller, a highly esteemed local shoemaker, has passed away after a few days' sickness. Mr. Clifford, of John St., South, has closed his shop and gone back to his first love, printing. He carries with him the regard and best wishes of his fellow repairers.

J. W. Hewetson, of the J. W. Hewetson Co., Ltd., Brampton, has recently returned from a ten weeks' trip to the British Isles, accompanied by Mrs. Hewetson. Russell Hewetson, of the same company, has been on a motor in the States, taking in Boston and New York City.

Walter Smardon, president of the Smardon Shoe Co., was in Toronto week ending Nov. 10 and took a keen interest in the demonstration of Tarsal-Ease shoes at H. & C. Blachford's store.

His many friends in the shoe trade will be glad to learn that Geo. Chambers, of Chambers & Sons, Toronto, is able to be up and around again, following his recent illness. Mr. Chambers had been confined to bed for some weeks with stomach trouble. He is not yet at business at the time of writing, but hopes to be within a week or ten days.

H. & C. Blachford, Ltd., held a demonstration of Tarsal-Ease shoes during the week of Nov. 5-10.

Mr. N. Vermilyea, Belleville, Ont., of Vermilyea & Sons, and The Belleville Shoe Company, shoe wholesalers, died recently after a serious illness.

Have You Seen Them?

—these lines of English footwear known as "Moccasin" and "Wigwam" Brands, manufactured by the famous old firm, Padmore & Barnes, Ltd., Northampton. Advance showings indicate that they will quickly take their place among the leaders in

High Grade Welts

These lines comprise a complete range of footwear for men, women and boys. In workmanship, materials and styles they are everything that fine shoes should be.

Your enquiries are solicited.

E. T. Carter & CO., Ltd.

84 Front St. East, Toronto

Year 'Round Sellers



One must stock staple shoes of the right quality. To meet this demand let us submit samples and prices.

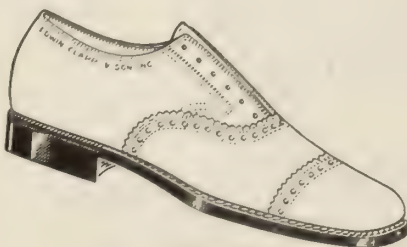
A. A. Cote & Son Limited

St. Hyacinthe, Que.

A RICH CUSTOM APPEARANCE AND
AN AIR OF DISTINCTION ARE TWO
STERLING QUALITIES OF

The "FAIRLEE."

A FAVORITE AMONG DISCRIMINATING MEN



The "FAIRLEE"

EDWIN CLAPP & SON, INC.

Established 1853

EAST WEYMOUTH, MASS.

Quebec City Notes

R. R. Dupere, manager of McDowell & Lincoln, Quebec Branch, paid a visit to their head office in Montreal recently.

J. E. Pare, general manager of Gosselin Shoe Co., who was on a business trip to Toronto recently, reports business improving and feels confident that they will have orders enough to run at their full capacity.

Chas. Cantin, of the Eastern Canada Shoe Co., Ltd., made a flying trip to Toronto in the interest of his industry.

Benoit Goulet, of O. Goulet & Son, has been in Montreal and western cities such as Toronto and London lately, and made a few stops coming back paying visits with his friends in the trade.

Edmond Tremblay, boot and shoe manufacturer, who had the misfortune of having his leg amputated, is gradually recovering.

Omer Bisson, boot and shoe manufacturer, has enlarged his factory which will give him the advantage of doubling his capacity.

Harry Taylor, representing the firm of Aird & Son of Montreal, was in Quebec recently with a special range of women's fine lines in the latest styles which are attracting general attention on the part of the retail trade. He intends visiting Quebec monthly.

J. B. Drolet, president of the J. B. Drolet Co., Ltd., was in Montreal a short time ago and reviewed trade conditions with their representative in that city. Orders are coming in freely and they are looking forward to a good season's trade.

R. A. Thibaudeau, having bought the estate formerly occupied by J. & A. Martin, has the plant in full operation, and is organized to manufacture the same lines. Having already a certain quantity of orders in process for immediate delivery, he is looking forward for a good season's trade.

The Guardian Shoe Company is now running full, making a complete line of women's goodyear shoes. Samples are in the hands of jobbers and orders are coming in freely. The prospects for next season's trade are good.

Gale Bros. are now operating to their full capacity in their standard lines and have added a number of new lines, which makes them very busy.

The firm of Bertrand & Thibault, as part of their standard range, have added a large number of heavy lines, having added considerably to their mechanical equipment.

One of our oldest shoe men in Quebec has passed away in the person of L. J. Beaubien, in his 68th year. He was in the shoe business for over forty years as retailer and manufacturer, and of late years was one of the largest jobbers in Quebec. The deceased is survived by his wife, two sons and three daughters. The business is now continued by the oldest of his sons, Isail Beaubien.

News from the Prairies

We are pleased to see Alf. Dunbar, manager of the Hudson's Bay Shoe Department in Winnipeg, back on the job again after his recent accident.

S. Wilson, of Vancouver, passed through Winnipeg recently on his way east on a buying trip.

The Yale Shoe Store, Winnipeg, has lately held a successful demonstration of "Tarsal Ease" shoes, under the supervision of Mr. Hammill of the Smardon Shoe Co.

The Regina Trading Co., Regina, Sask., has formed a new company, consisting of local men, and operating under the style, "The New Regina Trading Co."

The "Quality Shoe Store" has moved into its new quarters on Hamilton St., Regina, and reports business very satisfactory.

Loggies, Ltd., Regina, are now occupying a new store one block east on Hamilton St. from their former premises.

This new store is much larger than the old one and has finer windows. Business is moving along very nicely, the firm state.

Maybees Ltd., of Moose Jaw, have been appointed distributors of Hurlbut shoes for Saskatchewan and British Columbia. They will carry a stock at Moose Jaw at all times.

The Harley Henry Shoe Store in Saskatoon has been purchased by Mr. Gherman at 58c on the dollar and it is Mr. Gherman's intention to carry on a regular family shoe store business. Mr. Gherman was formerly in business at Melfort.

With the Shoemen in the North Country

J. A. Therriault is moving from Kapuskasing to Timmins, Ont., where he will open a large gents' furnishings and shoe store.

R. Moffatt has moved his shoe repairing business from Kapuskasing to Hearst, Ont.

F. La Fleur, Kapuskasing, Ont., intends shortly to build a new and up-to-date store on the Kapuskasing "Townsite" where he will handle a full line of shoes, in addition to operating a shoe repairing business.

O. Desgrosseillers, Kapuskasing, Ont., has just completed a large new addition to his store, which has been rendered necessary through the growth of his business.

Theodore Chalykoff, Hearst, Ont., is now occupying his new store, replacing that destroyed by fire in March.

Gouard and Crossett, Makamik, Que., report increased business and prospects of a busy fall and winter trade, owing to the opening of the two local saw mills, which had been closed down for two years.

L. T. Galarneau, O'Brien, Que., returned recently from a combined holiday and buying trip to Montreal and Toronto.

R. Hart has just opened up a new shoe store in Sturgeon Falls, Ont.

J. A. Belanger, Verner, Ont., who was recently burned out at the time of the fire which destroyed most of the business section, has bought out the business of A. B. Girard and has erected a fine modern brick store, which he expects to move to, from his temporary building shortly. Mr. Girard, who was likewise burned out, has purchased a business in Sturgeon Falls from E. H. Dumouchelle.

Rosenberg & Wasserman, North Bay, have recently formed a partnership and have enlarged the store to twice its original size.

F. X. Laframboise is moving into a fine new brick store at 46 Main St. E., North Bay, Ont.

Maddock & Barron have just opened up a footwear and clothing store in North Bay, having bought the stock of P. Adams on Main St.

T. Whittels (Tommy), the Miner Rubber representative, was in North Bay during the week of Oct. 20.

H. K. Aboud, of North Bay, visited Montreal and Toronto on a buying trip during the week of Oct. 20.

C. Morrow representing R. B. Griffith & Co., Hamilton, has been showing his samples in North Bay and adjacent territory recently and reports good business.

Romeo Bracci, White River, Ont., is making a considerable addition to his premises to accommodate his growing business.

H. C. Arnold, representing the Gutta Percha & Rubber, Ltd., was in North Bay and Sudbury district during the last weeks of October.

Another travelling man whom "Footwear" met in the Sudbury district early in November was S. J. Ellis, of Chas. Tilley & Sons.

Markstay, Ont., has a very successful hockey club, which only suffered defeat twice last year, and is looking forward to making even a better record this season. The efficiency

of the team is due in no small measure to the impassability of the goal keeper Nap Roy, who sells shoes and only weighs 70 pounds.

Western Ontario Notes

The Breithaupt Leather Company is receiving an increasing number of export orders from England and the United States. Recently also a regular trade with Newfoundland was re-established which had been interrupted by the war, since the outbreak of which no effort had been made by the company to secure business on the island. The Kitchener tannery has been again put in operation to full capacity following a shut-down, the company having stopped buying hides when prices went to excessive figures and finishing with those left on stock.

Mr. Shaw, of the Michigan Tanning and Extract Company, was a visitor in Kitchener and district recently.

E. F. Hutching, president of the Great West Saddlery Company Winnipeg, while in Kitchener recently placed an order for harness leather with the Lang Tanning Company.

George Pleau, Edmonton, branch manager of the Great West Saddlery Company, was in Kitchener several days towards the end of the month when he placed orders for sole leather with the Breithaupt Leather Company.

Mr. Rose, of Rose and English, brokers in South American hides, paid a business visit to Kitchener recently, as also Claude N. Smith, broker in South American hides.

Valentine and Martin, Waterloo, are busy with their standard screw and welt staples, quite a business being secured in the west. An order was recently secured from the Great West Saddlery Company, Winnipeg, President E. F. Hutchings on the occasion of his visit to the Twin Cities placing it.

Gilbert Bonner, of the Bonner Leather Company, Montreal, was in Kitchener and district recently, he and A. W. Puncher, dealer in upper leathers, covering the territory and finding improved conditions in trade.

Getty and Scott, Galt, expect to be turning out a thousand pairs of shoes daily in the near future, prospects for a good season's run being favorable.

Good results are being experienced by the Hurlbut Shoe Company Preston, in the broad distribution plan which covers the Dominion. The Parker Steel Company, Preston, is busy as also is the Scott-McHale Company, London.

Oscar Vogt, of the Great West Felt Company, Elmira, has returned after a successful three weeks' business trip through the west.

Oscar Rumpel, manufacturers of felt shoes, Kitchener, is operating his factory to full capacity, the shoe section being run extra hours daily and the felt department being operated 24 hours every day.

S. G. Amero, London, Ont., branch manager of the Kaufman Rubber Company Ltd., called at the factory in Kitchener recently.

The beautiful and spacious offices of the Kaufman Rubber Company Ltd., will be ready for occupation by Christmas it is expected. The offices will be among the finest in the province.

W. A. Lane, dealer in upper leathers, Kitchener, made two business trips to Montreal in the latter half of last month.

Mr. Gourlay, of the Beardmore Leather Co., Toronto, was a visitor in the Twin City district recently.

W. B. Wiegand, of the Ames Holden Tire and Rubber Company, Kitchener, has returned after a trip to the West.

A. W. Puncher, Kitchener, district representative of Edwards and Edwards, sheep skin tanners, Toronto, reports a steadily increasing continually growing business.

The Ames Holden Felt Boot Company, has moved its offices from the second story of the block on West King

street, Kitchener, to the second story of the factory behind the block, the former having been sold by the company to a syndicate of Kitchener business men who will devote it to stores, offices and apartments.

Obituary

Amable Parent, a retired French-Canadian shoemaker, who came to Toronto 58 years ago from Quebec, died on Oct. 29 at his home, 20 Whitby St., aged 84 years. Two years ago Mr. and Mrs. Parent celebrated their diamond wedding anniversary. Deceased is survived by his widow, two daughters, Mrs. H. Tredell and Miss Parent, and one son, A. Parent.

Trenton, Ont., lost one of its oldest citizens when James A. Moore passed away at his home there some weeks ago. Deceased, who was in his 79th year, had for over 30 years owned and managed a shoe repair establishment in this town. He leaves his widow, one daughter and one son.

It is with regret we announce the death of Alfred Minister, a shoeman whose name is known to the trade throughout Canada. The late Mr. Minister died on Nov. 1, following a brief illness, having reached the age of seventy-one. He had been connected with the Minister-Myles Shoe Company for some years, and after that partnership was dissolved later became head of the Minister Shoe Co. on Wellington St., Toronto. Born in London, England, the deceased had been a resident of Toronto for over thirty years. Besides his widow, he is survived by one son, R. E. Minister, and one daughter, Mrs. J. Cottrell, both of Toronto.

Thomas T. Davis, a highly-respected citizen of St. Thomas, Ont., and one who for many years had carried on a shoe repairing business in that city, passed away recently, after a long illness.

The death is announced of W. Laird, shoe dealer, Toronto.

The death occurred of Frank Power, shoe dealer, Montreal.

Lorne H. Adams, managing director of the Adams Brothers Harness Manufacturing Company, died at the home of his parents, 539 Jarvis St., Toronto, in his 40th year, on Sunday, Oct. 28. Mr. Adams was prominent in business and athletic circles and well-known to the local repair trade.

Advertiser is open to take on agency for Manitoba or West of a first class line of Footwear or Findings. Have well established connection and permanent warehouse and sample room at Winnipeg. Answer to P.O. Box 423, Winnipeg, Man. 11

AGENT: To carry our high-class shoe polish and dye. Sold by shoe stores only. Commission basis. Dandy Specialties Co., Ridgeway, Ontario. 11

REPRESENTATIVE WANTED

Manufacturers of Children's Shoes want reliable representatives to act for them in Ontario and Maritime Provinces. Apply Box 396, Footwear in Canada, Toronto. 11

WANTED BY HIGHLY EXPERIENCED FRENCH CANADIAN SHOEMAN, position in the province of Quebec, as buyer and sales manager, with wholesale firm or b/g retail store, speak both languages and can furnish best references as to character and ability. Apply Box 381, Footwear in Canada, Toronto. 11

MANAGER WANTED, Men's high class shoe store in Toronto; must have experience; capable man of mature years preferred. Box 418, Footwear in Canada, Toronto. 11

TRAVELLERS WANTED to represent large jobbing house in the following different territories: Alberta and Saskatchewan, Part of Saskatchewan and Manitoba, French Canadian for the French accounts in Montreal and the Province of Quebec. Also high grade salesman to carry a specialty line in Montreal and the larger Ontario towns, on a very high grade proposition. Please apply by letter, giving full particulars as to your past experience and also where engaged in the last five years time. These are very good opportunities for the right men with ambition and ability. All applications will be treated in the strictest confidence. Box 416, Footwear in Canada, Toronto. 11



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Harvest will Give West Spending Power of a Billion and a Half

Canada's record wheat crop seems to be an assured fact and we can now breathe freely knowing that its effect on business must be very marked—all across Canada. It is immaterial whether the first figure of 470 million bushels of wheat is actually reached as all estimates are agreed that it will be well over the four hundred million mark and the average seems to place it at about 450 millions. We realize the more readily what this means when we recall that in 1918 and 1919 the final Government return was a little over 160 millions. This year's crop is thus practically three times as great.

Of course, much will depend on the price realized by the Western farmer, but at the present time it would appear that he is assured of higher figures than a year ago. Wheat is four or five cents higher, also oats and flax; barley and rye figures are almost identical with those of a year ago. A conservative estimate was recently made by "The Commercial," of the value of the West-

ern crops expressed in reference to the prices at Fort William—the grand total was \$641,670,990.28. this for grain alone. It does not take into consideration cattle, sheep, swine, horses, poultry, butter, milk, nor furs, minerals, fisheries, and timber that will be turned into dollars and cents by the Western Provinces.

Merchants may well consider this situation and be encouraged. It is inevitable that the public demand for goods will be greater than a year ago, not only because money will be more plentiful, but because everybody has been holding back on account of the uncertainty of this year's crop. Manufacturers, too can be assured of a greatly improved demand from Western retailers and at the same time a much surer guarantee of the ability of the retailer to take care of his accounts. Everything considered, the West should have the spending of close to a billion and a half dollars during the coming winter and spring.

Winnipeg October delivery prices at date the estimate was made compared with a year earlier at same date:—

Wheat:	Last year		96½
	This year		100½
Oats:	Last year		40
	This year		43½
Barley:	Last year		55½
	This year		54
Rye:	Last year		66½
	This year		63
Flax:	Last year		193½
	This year		198

Wheat	-	452,503,169	Bushels
Oats	-	386,825,295	Bushels
Barley	-	61,540,140	Bushels
Rye	-	24,376,560	Bushels
Flax	-	7,193,026	Bushels

Besides the West's Cattle, Sheep, Swine and Horses, her Poultry, Butter, and Milk, her Furs, Minerals, Fisheries, and Timber.

The indicated nominal value of these field crops, expressed in dollars and cents at the Fort William price of the day, after discounting wheat for grade, as above, is—

\$641,670,990.28



ROBUCK

SIDES

In Six Distinctive Colors

The ROBUCK range includes six of the most popular colors on the approved list for 1923-24—White, Taupe, Gray, Bamboo, Log Cabin and Autumn Brown.

For appearance, even finish and wearing qualities, many manufacturers say this line is unsurpassed.

*Write today for
sample card*

WHITE

BAMBOO

LOG CABIN



TAUPE

AUTUMN BROWN

GRAY

THE ROBSON LEATHER COMPANY LTD.

OSHAWA - CANADA

Provisions of the Sales Tax as They Affect the Shoe Trade

The Manager of the Shoe Manufacturers' Association Clears up Certain Misunderstandings That Have Been Prevalent — Administration of Act is in Hands of Department of Customs & Excise

The new Sales Tax is exercising the minds of all shoemen today and "Footwear" sought the assistance of Mr. S. Roy Weaver, manager of the Shoe Manufacturers' Association of Canada, in clearing up the matter. Mr. Weaver puts it very clearly, as follows.

The Sales Tax Situation

There is a great deal of misunderstanding as to the effect of the new sales tax regulations. With the intention, apparently, of simplifying the operation of the Sales Tax, the Parliament of Canada enacted legislation in June of this year, making important changes from the system now in force. The new plan, which becomes effective on the first day of January, 1924, provides for taxation of finished commodities only, the tax to be levied at the time the goods leave the possession of the manufacturer and are started on the process of distribution either to the retailer directly or to the wholesale house, and from there to the retail merchant. Certain groups of manufacturers, including all those producing commodities exclusively or principally for use by other manufacturers are relieved from any burden in connection with the sales tax and the entire responsibility for collection of the tax is placed upon those manufacturers whose products are finished goods ready for use and requiring no further manufacturing processes. These manufacturers are required to collect the tax for the Government. To a variable extent they must, of course, finance this taxation as well, because in many cases the manufacturers will have to pay the sales tax to the Government months before they themselves receive payment from their customers. The Government makes no provision for rebate or allowance of sales tax in case the purchaser becomes insolvent and the manufacturer is not able to collect his bill which includes the price of the goods plus, the Government tax on the sale.

Mr. Weaver says it is obvious that the manufacturer cannot absorb the new six per cent sales tax for it is doubtful whether any manufacturer in Canada is making a net profit of 6 per cent on his turnover under present conditions while many are barely breaking even and some are losing money. Nor does the Government expect to do so. The tax must be charged forward to the wholesaler and retailer and by these to the consumer. When the shoe manufacturers examined the Sales Tax Act, they found that it expressly provided that:

"19 BBB (12) (a) When goods are sold by a licensed manufacturer or producer or by a licensed wholesaler or jobber to a wholesaler or jobber not licensed under this Act, the purchaser shall be furnished with a written invoice of the goods sold, which invoice shall state separately the amount of the tax."

A shoe wholesaler will not be a licensed wholesaler under the definition of the new act, so that on all invoices to the wholesale trade the shoe manufac-

turers are required by law to state the sales tax separately. The Act did not prescribe whether the same practice should be followed in respect of sales by manufacturers to retailers but appeared to leave to the discretion of the manufacturer the manner of invoicing and charging the tax forward. This question was considered by the Executive Committee of The Shoe Manufacturers' Association of Canada and it was unanimously decided to continue the present practice of selling strictly conditional upon sales tax being extra to the prices quoted and of showing the tax as a separate item on every invoice.

The Sales Tax Act was sponsored by the Department of Finance, but administration of the Act is left to the Department of Customs and Excise and regulations were prepared by the latter Department. The original draft left it entirely to the option of the manufacturers as to how they should charge the sales tax forward, but the revised regulations include the following:

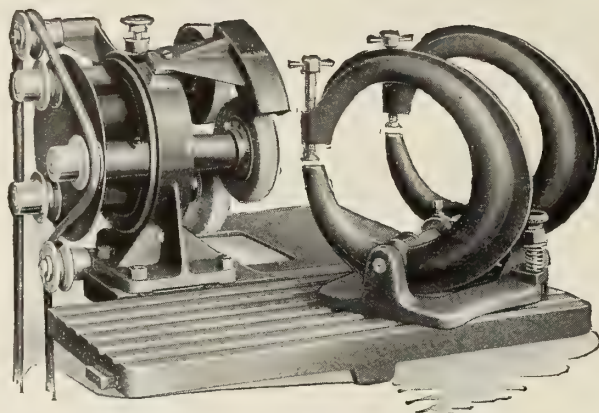
"11 (a) Licensed manufacturers and licensed wholesalers when selling to retailers or consumers shall not show the tax as a separate item on the invoice."

No explanation as yet has been forthcoming as to why this provision was inserted. Members of the Government have stated very frankly that it is of no concern to them how the tax is charged forward as long as the Government receives the tax. There is good reason to believe that as soon as Hon. Mr. Bureau, Minister of Customs and Excise returns from the West, this provision will be replaced. The manufacturers claim it is clearly ultra vires of the Executive Council and objectionable as an unnecessary interference by the Government with business practice. However, even if this clause were allowed to remain in the regulations it would not interfere in any way with the practice already adopted of quoting prices and accepting orders strictly conditional upon Government sales tax being extra. Government officials have ruled that, without violating the regulations, manufacturers may show the quoted prices (exclusive of the tax) and also the prices with the tax added. Or invoices may be made out with the quoted prices increased by the 6 per cent tax, and a statement on the invoice that such price includes sales tax at the rate of 6 per cent imposed by an Amendment to the Special War Revenue Act enacted by the Parliament of Canada in June, 1923.

Export Figures

Canada exported 14,354 pairs of leather boots and shoes September, compared to 19,172 pairs in August. Exports of leather footwear for the twelve months, ending September, however, were valued at \$225,085, as compared with \$175,376 for the previous twelve months.

A New Model Skate Sharpening Machine



USMC Skate Sharpening Machine—Model C
—Designed and Produced in our Montreal Factory

FEATURING THREE STONES COARSE
MEDIUM
FINE

**Either one of which can be brought into instant operation
WITHOUT STOPPING THE MACHINE**

**Only one stone in operation at a time
Giving the Greatest Possible Latitude in Grinding**

RAPID SIMPLE ACCURATE

**Quick Adjusting Holder that takes all makes of skates
MAKING POSSIBLE STILL BETTER SKATE SHARPENING**

Send TODAY for the new low Price on the machine that
“HOLLOW GRINDS PERFECTLY”

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

KITCHENER

88 Ontario Street S.

TORONTO

90 Adelaide Street W.

QUEBEC

28 Demers Street

In the New England Market

Tone of Upper Leather Market Improved—Sole Leather Buyers Continue Finicky—Peculiar Situation in Glazed Kid—Interesting Style Developments—Labor Outlook Encouraging

FROM THE BOSTON CORRESPONDENT OF "FOOTWEAR IN CANADA"

A recent slowing down in new orders from shoe manufacturers and a lessened demand for leather goods, evidencing a forced economy among ultimate consumers, has not discouraged New England shoe men. Chief among the causes for optimism has been the changed attitude of organized labor, whose leaders in some centers are starting a campaign for "permanent peace" in the shoe industry. A tentative agreement has been drawn introducing stronger working regulations than heretofore and providing against radical labor disturbances by arbitration or adjustment. In some sections wage increases have again advanced labor costs to the war peak. Meanwhile employment increased in the whole industry 4.6% in August over July and 5.4% over August, 1922. In Massachusetts alone, 76 producers report an increase in the number of employees in August over July of nearly 3,400. These gains are reflected in the larger production for the country, with an August total of 29,853,373 pairs, against 25,256,106 pairs for July. For the first 8 months of 1923, production aggregated 243,056,929 pairs, a gain of nearly 36,000,000 pairs over the same period of 1922. Part of this increased production has gone into exports, which show a gain of over 1,600,000 pairs for the 8 months period. In the face of increases in labor and findings prices, tanners find it well-nigh impossible to secure any substantial advance in the price of leather. Competition among leather producers is keen in a buyer's market, and even curtailed production does not offset the slackened foreign demand, while a surplus of finished goods, especially sole and heavy leathers, tends to restrict still further full-time operations. Leather exports for the first 8 months remained almost stationary at over \$28,000,000. The Federal Hide Census indicates an August production on most grades greater than in July or August, 1922, while the imports of foreign hides and skins gained 37% over last year to a total of better than 422,000,000 pounds.

Sole Leather

Buyers of sole leather who purchase in this market report purchasing small and often, and that by so doing they obtain stock at the lowest market prices, and watching receipts they get better selections than when a larger invoice is taken in with less opportunity to examine same. The actual selling prices reported by both sellers and buyers are substantially the same as during the last two weeks, and the fact that rather more sampling is reported on standard tannages, would show that buyers are not expecting to gain anything by delaying their purchases on stock they feel sure they will need during the next few weeks or months.

Green Hide Soles

Shoe manufacturers who cut their own bottom stock are the parties who buy the bulk of this lea-

ther. By cutting the offal into innersoles, taps and undersoles, they are able to cut it up quite clean, and any scrap that they cannot use they can easily sell to heel manufacturers and parties who are constantly buying up factory offal of all kinds. Heavy sides range from 24c to 31c, according to the selection, and light and medium 25c down to 20c.

Dry Hide Soles

Some tanneries are turning out more or less of this stock made from South American and other imported hides. It is now either oak and union or a bleached finish that can be substituted for oak in producing a light colored outersole.

No. 1 overweights, 22 to 25 lbs. quoted 28c.

Middle and light weights, 14 to 21½ lbs. 22c to 25c.

Seconds and thirds at several cents less.

This leather is being bought by manufacturers of men's and boy's medium and low priced shoes.

Union Sole

Shoe manufacturers are not only sampling new and unfamiliar tannages of backs, but they have placed some fair sized contracts for future delivery. Sole cutters also buying in a moderate way, so that in the aggregate, local tanners are doing a more profitable business than during the mid-summer months. Quotations are slightly lower than a few months ago, but seem to be stable at present asking prices.

Packer steer backs, heavy 46c to 48c.

Packer steer backs light and medium 43c to 46c.

Packer cow backs medium and heavy 41c to 45c.

Packer cow backs light 37c to 40c.

Country hide backs 36c to 38c.

Oak Sole

Only moderate sales reported, but buyers are looking around constantly to keep in close touch with market conditions, and to investigate any new lines that may be placed upon the market. Some old and well known tannages are selling more freely than those not so well and favorably known, and prices quoted by different dealers have a wide range.

Packer steer backs range from 43c to 47c, according to the weight and tannage. Tannery run, cow backs, 38c to 44c. Some cheap stock still offered in the local market at considerably lower prices.

Rough Bark Splits

Some high class stock has been sold recently at 18c per pound, while cut hide belt knife sides, ranging from 5 to 15 lbs. weight, averaging 9 to 10 lbs. have been sampled out at 14c, and one buyer stated that he had purchased at 12c.

Bark Flexibles

Some tanners report there is no money in tanning at today's cost of pickled splits, and the selling prices of the finished leather, and they have abandoned its

Havana



Brown

You can tell it—

Appearance, feel, texture—all give Havana Brown the distinction that befits it for superior footwear. Retailers have sold so many shoes on the merits of Havana Brown that it is obviously the chief selling feature of the shoe in which it is used.

"Judge it by its users"

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

You can't afford to Use Cheap Thread



Selling shoes sewn with poor thread is like putting the big apples on top of the barrel. It may work once but injures your business, your reputation.

BARBOUR'S LINEN THREADS

are dependable in quality, size and strength and are business builders for the shoe manufacturer. They allow no chance for the complaint that the sewing didn't hold.

Quality considered, BARBOUR'S LINEN THREADS are economical.

Good stocks carried at

Toronto

MONTREAL

Quebec

FRANK & BRYCE, LIMITED



production. Quotations range from 11c for No. 1 H, up to 18c per foot for 6 and 7 H.

Chrome Flexibles

Only small quantities of this stock now handled in the local market, and the consumption is very small. Belt knife splits, 3 to 5 iron thickness, are quoted at 12c per foot, and small sales have been made from that price down to 8c.

Chrome Sole Sides

The sale of this stock in the local market has been very unsatisfactory to tanners during the last two years. They have been selling the bulk of their product at a loss, and now that they have cleaned up a lot of dead stock, they find they cannot produce leather today at the prices buyers will pay, as manufacturers of outing and play shoes are substituting bark soles at a lower cost.

Heavy China sides, and Javas, 6 to 10 iron, 30c to 32c; 5 to 8 iron green hide, 25c.

Belting Leather

Prospective buyers are looking over the market and obtaining quotations and have done some sampling. The market is easy and one hears talk of lower prices. It is generally reported that No. 1 standard rough butts are 64c to 65c, although some tanners quote higher prices for steers. Curried leather selling in moderate quantities. No 1 bend butts, 84c to 88c; No. 1 centers range from \$1.12 to \$1.20; some inferior stock at lower prices.

Upper Leather

Compared to thirty days ago, business in general is better. Buyers continue conservative, but liquidation of comparatively large holdings has taken place and replenishment is anticipated. While current sales lean toward staples in calf, kid and side leathers, there is a pronounced motion toward the fancy finishes for next spring and summer wear. Patent leather is in good call at a price, and the bulk of same comprises under 30c. So long as patent finish is to be had for trimming purposes it makes little difference to buyers as to what raw material same is finished on. Cheap turn shoes in fancy patterns can be turned out in a combination tanned sheep, with a patent leather finish. The general market contains a more wholesome atmosphere than has been experienced for a long time.

Calf Leather

At present the trend is toward dark tans and blacks. Manufacturers report much better business on staples, while those who have concentrated upon fancy finishes from low class raw material complain of lack of business. It is the same old story. Overproduction of anything other than a staple brings regret. Standard tannages of full grain colors and blacks from best raw material are quoted at 45c, 40c and 35c for first three selections, with lower selections down to 25c including culls. Light medium weights, also lightweight, approximately 5c per foot under. Blacks all round are becoming a feature. Women's trade coming along very good. In general, the demand is good on medium and lower grades, while as usual, the better grades take care of themselves.

Side Leather

As during the previous few weeks, there is a fair call on medium and lower selections of full grain

chrome colors and black. Standard tannages using best raw material quoted up to around 30c for choice; 25c for medium to 20c for lower. Slightly snuffed and all snuffed, according to tanner and holder, with job lots heard of from around 15c up according to weight, age, and holder. Some selections of black equal to colors, others from 2c to 3c lower per selection and weight.

Patent Leather

The volume is greater than that of a month ago, but same comprises leather for medium and lower priced shoes, and calls for leather under 30c. It is heard that sheepskins in a patent finish are moving well for trimming purposes, and also for cheap turn shoes, at around 20c, 22c and 24c, which naturally is attractive to the style mongers. Dry hides are yielding leather that is priced from 15c up, while full grain chrome tanned sides from best raw material are quoted up to 45c for choice, around 40c for medium, down to 30c for lower.

Glazed Kid

A peculiar condition exists in this class. Tanners' wants are so diversified that it is a question as to who is right. Some want the cheapest of raw stock, while others seek the best, and the latter is scarce for near delivery of some types. In general, there is a leaning toward the better classes, not for immediate use, but for anticipation of near future production, and if same are too far away, i.e., afloat or shipment from origin, sellers have little chance to interest, whereas near delivery only interests buyers, "subject to approval." The situation is complex. There is little uniformity as to prices on similar offerings. They differ from 75c to \$1 per dozen above buyers' claims, and mistrust, rather than co-operation seems to prevail. A better understanding of conditions regarding consumption of the finished product of this class has got to be imparted to the various shippers in all parts of the world before staple consumption will be realized. Colors from the better class of raw material are quoted from 80c to 65c for top selections; choice higher; medium 60c to 40c; lower to 20c; blacks from 5c to 10c lower according to selection. Selections from cheaper class raw material range from around 60c for top selections to around 12c for lower. Culls all round down to 8c. Black kid on all selections is showing improvement in amount of sales.

Sheep Leather

The bulk of what business is being received is on the medium and lower grades of colors and blacks in combination tannage, while russets are selling very well, and ooze finish novelty trade is in good call. Combination tannages in colors quoted from around 16c to 18c for choice; down to 12c for medium, to 9c for lower. It is unusual to find or hear of colors being sold over 15c. Glazed blacks from around 2c to 3c under colors, with the popular call being from 8c to 12c.

The Style Trend

An increase in the sales of heavier shoes, such as welted oxfords, has been reported. However, business in seasonable footwear is not what it used to be. Boots are now selling only in health and comfort lines, excepting the few manufactured for mail order houses and the retail stores that supply shoes

McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST. 1915

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.



BRANCH:
566 ST. VALIER STREET
QUEBEC

MOCCASIN TIP AND PANTS CREASE EFFECTS

are very popular in the States!

These effects are produced quickly and economically on two needle or three needle

PURITAN WAX THREAD MACHINES

THE "MOCCASIN TIP" is made on two needle machine, with or without cord.

THE "PANTS CREASE" is made on either two needle or three needle machine.

We will gladly show you samples of work and quote prices on new or rebuilt machines, or for changing your machine for either class of work.

ARE YOU TAKING FULL ADVANTAGE OF OUR MACHINE SERVICE

We are Canadian agents for:

THE LOUIS G. FREEMAN CO.
MARKEM MACHINE CO.
PURITAN MANUF'G CO.

And we KNOW their machines and what they will do.

We can show you the way to better work. Remember! When you buy a machine from us you get more than just a machine, you get SERVICE!

McDowell & Lincoln Limited

Formerly International Supply Co.

Main Office
154 Notre Dame St., W., Montreal

Branches
37 Foundry St., W. 566 St. Valier St.
KITCHENER, ONT. QUEBEC

Established 1915

**Edwards & Edwards
LIMITED**

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers
Embossed Leathers
Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms

Tanneries

79 Front E. Toronto Woodbridge, Ont.

Quebec and Maritime Provinces
Represented by

JOHN MCENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

A. W. PUNCHER

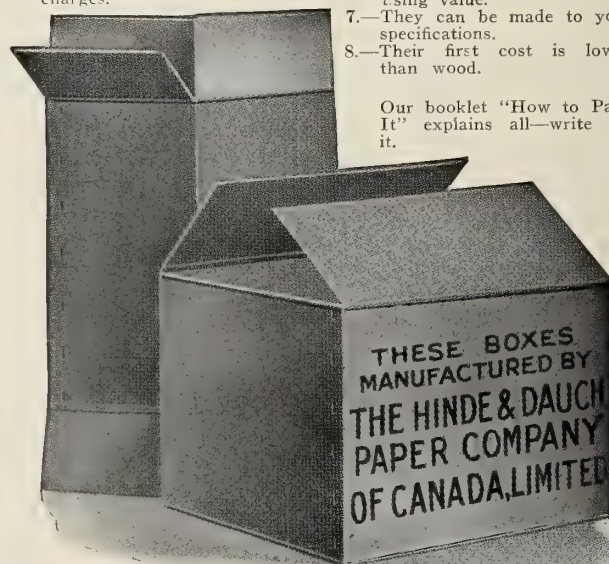
Western Ontario Representative, Kitchener, Ont.

**We Can Save Money for You on Your
Shipping & Packing**

H & D Solid Fibre Board Boxes

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.

Our booklet "How to Pack It" explains all—write for it.



The Hinde & Dauch Paper Co. of Canada Limited.
TORONTO ONTARIO

to a very conservative trade. Sales of health shoes show a light but steady gain.

The bulk of business, however, continues on the light and dainty types of shoes, such as strap pumps. It looks as if such shoes had come to stay for all year-round wear. Mah-Jongg pumps, taking the name from the Chinese game which is becoming so very popular here, are of interesting patterns and are gaining fast in sales. They have broad bands of perforations along the quarters over the vamps and along the straps. One new idea is to perforate a strip of leather with double diamond, Maltese cross or similar design, and sew it to the shoe as a collar, overlaid on the quarter. This gives a Mah-Jongg effect, without cutting perforations through the shoe itself. This permits use of the standard counter, while the regular Mah-Jongg shoe, with full perforations on the quarter, must have a special counter.

Another new idea here is the use of alligator, or other novelty leathers for trimmings. A few shoes for winter have already been made with such trimmings. It is expected that this style will carry over to next spring and summer. Both genuine alligator and calfskin embossed to look like alligator leather are used.

Black shoes continue to hold their strong position, and are expected to run, possibly in increasing strength, through the winter. These are of patent, suede, dull calf and boarded leathers, also satin, the latter being used for the fancy and dress shoes and the heavier materials for street and sport wear. Brown leathers in suede and smooth finishes also sell well.

The big question is "What will be the colors for next spring and summer?" An effort will be made to revive the bright colors again—reds, greens, and the blues—and the prediction that next year's apparel will be in the Chinese effects seems to favor a return of footwear in the bright colors.

Brown has become a staple color, and new shades, such as "tan bark," are predicted as the best yet produced.

The present trend is towards a development of front straps, lattices, etc. It is taken for granted that ventilated shoes will again be wanted for next summer, so vamps and quarters will be slashed or perforated and sides will be cut down to the shanks. New designs from the perforating machinery companies show extra large perforations.

In the Ontario Markets

Weather Regulates the Shoe Business—Sections of the Country Touched by Winter Show Livened Demand—Rubber Footwear Manufacturers Expect Big Overshoe Trade—Industry Keeps Moving Steadily but Anticipates Bigger Business

The effect of a prolonged period of fine weather is noticeable in most lines of the footwear industry, the only exception being felt, for conditions during the past few weeks have been rather quiet considering the advance of the season. Leather and rubber footwear manufacturers it is true have been well engaged but business in recent weeks has not been the result of the demands of the season, for the buying public owing to the summer-like weather has shown no inclination to purchase. Practically every manufacturing plant, however, has been in normal operation, many of those in the leather lines of course being operated on somewhat curtailed hours for five and half days in the week, but the greater business for this fall is still to come, orders to date not yet being what might be expected at this period of the year. Colder weather therefore is being awaited generally, with which would come an inclination on the part of the public to buy seasonable lines to the benefit of the industry generally. While present indications are that business for the year may not be up to the volume of the previous year there is every reason to believe that the next two months will bring considerable business and that the showing for the twelve months will compare favorably with that last year, considering the conditions that have prevailed in the past six months.

Tanning and Hide Market

With the improvement early in September in the boot and shoe industry greater activity in the tanning industry was in evidence, increased business over the previous months being reported by tanners and their sales agencies, which is continually assum-

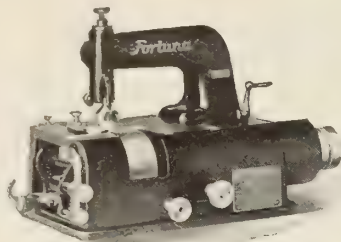
ing greater proportions despite the fact that the shoe manufacturers have still to receive the bulk of their orders for the coming season.

Buyers of hides are prepared for any eventualities realizing that the price of hides has been at the bottom for about a month, the price of frigorifico hides having advanced within the last few weeks. There is not an oversupply in the market and with shoe factories showing more activity and tanners buying in earnest the supply will soon be taken up.

Leather Shoe Industry

Business in the leather boot and shoe lines has been well maintained since the resumption of operations on a general scale but it has not yet attained the proportions expected early this fall. Weather conditions seem to have caused the delay in the expected permanent improvement, for in those parts of Canada where there have been snow-falls, Northern Ontario and the western provinces, there has been a marked increase in business despite the fact that manufacturers have not been extending themselves in these fields as they have in the east. Staple and medium grades still appear to be in greater demand than they generally are, the result of the overstocks on retailers' shelves which created a slump in prices, even of those of the highest grades with a consequent tendency to favor lowered priced lines as far as the consumer is concerned to the disadvantage of the manufacturer of the best lines. With the setting-in of colder weather at the beginning of this month it is believed that the leather footwear industry will show a corresponding improvement in all lines. Present optimism is based on the prevalence of unfavorable

Fortuna Skiving Machine



For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper

Used extensively by Manufacturers of
SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

United States Hotel

Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00
DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.
CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan
\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

The Best and Most Durable
Shoe Laces Are Made
With Our

Power Shoe Lace Tipping Machines

Textile and Special Machinery
Harris-Corliss Steam Engines

Eastern Representative for
WORM GEARS AND WORM GEAR
REDUCTION UNITS

The Franklin Machine Company

Engineers Founders Machinists
189 Charles Street, Providence, R.I.

THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the
trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian
and English equivalents, 1/2. For the
distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

weather in recent weeks, the improved conditions in the west and the larger collections in those sections where they were least expected.

Rubber Line

It is still too early to form any conclusion as to the extent of the demand this season in the rubber lines. The fine weather has had the same effect on these as in the leather lines, retailers not being called upon by the consumer and placing only such orders as are immediately essential. The fact that business has assumed considerable proportions in western Canada since the snow falls indicates that it is only a matter of days before manufacturers will receive a rush of orders which it may be difficult to fill with immediate delivery. Manufacturers, however, are well prepared for the fall business, especially in the overshoe lines. At the close of the last season the volume of overshoe business in some instances had reached a total of five times what had been prepared for at the beginning of the season. Manufacturers therefore have made special efforts to meet another big demand for this line which is generally anticipated and no difficulty to cope with it is expected.

Felt Industry

As usual at this period of the year the felt plants are being operated to capacity in most cases, every plant being called upon to meet heavy orders which are coming in from coast to coast so that factories will probably be busy until the end of the year. The approach of Christmas and the winter season in themselves have accounted for the greater part of the large volume of business, but a considerable part of it also is due to the general improvement in trade, for the west is proving a better market than last year and collections are improving. The boot and shoe departments in the factories are being operated extra hours and the felt manufacturing sections 24 hours daily.

Retail Trade

Conditions in the retail trade in those sections where the manufacturing industry is concentrated harmonize and bear out the opinions of the manufacturer, retailers in these districts also reporting that the long period of fine weather has not helped trade. Nevertheless many dealers have been able to show good results, their volume of business equalling that of last year. The ample stocks that have been on the shelves throughout the first half of the year enabled them to meet the early demand, but as soon as more seasonable weather sets in many retailers will find that the demand upon them is beyond their stocks with the result that there will be a rush with orders.

There are dealers who have found special methods to improve trade in a period when there was no inclination on the part of the public to purchase. We refer for example to one instance where a progressive young boot and shoe merchant realized that he might find a substitute for general business, and his idea has proved practical and has brought good results. The plan was to arouse interest in his store among children by offering prizes with purchases of children's lines of boots and shoes, the premiums including balloons, aeroplanes, etc. The children's desire for these articles was such an effective motive with the parents that considerable extra business developed, many apparently becoming permanent customers of the store. In this way he has, he believes, also

added to the patrons of his adult department and has improved his business in two ways.

Montreal Market Shows Improved Tone

The general feeling of the shoe manufacturers in Montreal and district would seem to indicate that a much larger volume of business has been received than in former years. However, the general demand is for cheaper shoe and this fact has not been overlooked by the manufacturers. Several large companies have booked orders for the Winter trade and are optimistic as to the future of the shoe trade. A considerable number of placing orders already have been received and manufacturers are anticipating a further increase in the near future. Business is better than last year and many firms are under the impression that the next Winter and Spring will show a decided improvement in the trade. Retailers stocks are still as low as possible under present conditions and a change in the weather will see another increase in the volume of orders for the Fall and Winter trade.

At the present time the following leathers are most in demand: Men's shoes, side, kid, patent. Women's, patent, satin, kid and calf, with a large assortment of colored leathers and brogued or fabric shoes. Calf and side are almost on a parity as to value. In many cases the tanners have sold first grade calf to replace side leathers. The calf hides are not so popular since the colored leathers have been in general demand. The staple leather tanners are losing out on account of the heavy demand for cheap grades of leather and the ever increasing orders for colored and fancy leathers. As a result of the men now wearing oxfords instead of shoes, the demand for the regular quantity of staple leathers has been cut down to a greater extent than formerly. It is a well known fact that men are now wearing oxfords to a greater degree than in the past, and if this continues will be the cause of an over-supply of certain staple leathers which have been used in the manufacture of shoes.

Satin, patent and kid are most in demand for the manufacture of women's shoes; the satin shoes apparently comprise 50 per cent. of the total demand.

As for men, the demand is for a good side or calf-skin shoe and next in importance come the kid and patent leathers.

Central Leather Finances

The following extract from a leather market letter would seem to be of some interest to our readers:

The quarterly statement of the Central Leather Co., which was issued recently showed a loss for the third quarter ending September 30 of \$3,826,034.11 which added to the deficit as of June 30th of \$3,954,268.93, brings the total deficit up to \$7,780,303.00 which is even larger than the low point reached in deficits at the end of June, 1922, at which time the deficit amounted to \$7,523,067.42. The statement for the quarter ending Sept. 30, 1923, is as follows: Operation of all properties after expenses incident to operations and repairs, etc., \$501,093.91, resulted in a loss of \$2,637,266.79 which, with general expenses and losses of all companies, excepting interest on bonds of \$839,840.44, made the total loss \$3,477,482.23 but with interest on bonds added of \$459,551.88 brought the total deficit for the quarter up to \$3,826,034.11.

AMONG THE TRAVELLING MEN

J. Jago is taking the place of E. Chalk as representative of the W. E. Woelfle Shoe Co., Kitchener, covering Ontario westward to Fort William and the "Soo."

Rance Brecker is carrying "Gracia" shoes for the Woelfle Shoe Co. in western Ontario, on the ground formerly covered by Horace Shelby.

In the Windsor territory, Western Ontario, Frank Smith is now travelling under the Woelfle colors with "Gracia" shoes.

W. F. Copp, of New Castle, N. B., is now representing the Hydro City Shoe Co. in New Brunswick, Nova Scotia and Prince Edward Island. Mr. Copp is well and favorably known in this territory where he has been travelling for a number of years.

William (Billy) C. Bending is carrying the Hydro City line in Northern Ontario and west to Fort Wil-



William C. Bending

liam. Mr. Bending is no stranger in this territory, having a wide circle of acquaintances among the retail trade in the North country.

N. A. Smythe, formerly manager of the Royal Shoe Store, Yonge St., Toronto, has deserted the retail business for the road, and is representing the Talbot Shoe Co. from Port Arthur to the Coast. Mr. Smythe is out "on location" at present and will probably be back at his home in Toronto around New Year. At the time of writing he is calling on the trade in the Vancouver district, where Talbot and "Hiker" shoes are having a good reception.

Victor Lachambre, who used to represent the La Parisienne Shoe Co. in the Western Provinces, now carries the lines of the Canadian Footwear Co. in Quebec and the Maritime Provinces.

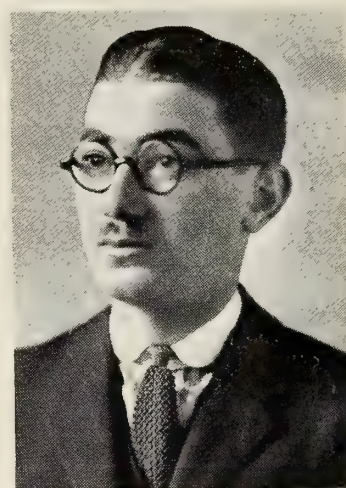
Ed. McIntyre, formerly representing the Brandon Shoe Co. now covers the Maritime Provinces for Walker, Parker, Ltd.

Harvey McKean, well-known to the trade in Ont-

ario as salesman for the Blachford Shoe Mfg. Co., has now joined the staff of the Victoria Shoe Co., Galt.

A Successful Young Salesman

Mr. Baker, who is now twenty-two years old, started with the House of Nathan Cummings seven years ago as messenger boy. He has advanced step by step upon the ladder of promotion—packer, receiving room clerk, stock book clerk, assistant house salesman, assistant sales manager, and finally city salesman, in which last-named capacity he is at pres-



Harry L. Baker

ent engaged. Mr. Baker's experience also covers a few trips through the Eastern Ontario territory. Since taking over the city of Montreal territory about one year ago the number of accounts has been increased about thirty per cent. and the sales with the old accounts have been increased by fifty per cent.

Sample Rooms at Winnipeg

The travelling shoe fraternity have divided their custom with the hotels in Winnipeg, some going to the New Marlborough Hotel, which is conveniently located down town and others staying with the Royal Alexandra. Among those registered at the Royal Alexandra when "Footwear" dropped in recently were: W. A. Short (Kingsbury), W. Patterson (Dufresne & Locke), S. Godbolt (J. & T. Bell), Percival Fry (Victoria Shoes), Gordon Wadsworth (L. H. Packard), J. McDiarmid (Murray Shoe Co.), Percy Mitchell (Canadian Footwear Co.), McKenzie (W. B. Hamilton), C. L. Owens (Owens-Elmes), Arthur Bell (Blachford Shoe Mfg. Co.)

At the Marlborough were: W. Marsh (Wm. Marsh & Co.) Rufus Savage (Tetrault Shoe Co.) J. Duggan (Clark Bros.), Jim Brown (McFarlane Shoe Co.), Hughie Davidson (Smardon Shoe Co.), L. Scott (Walker-Parker Co.) A. R. Davidson (Scott-McHale).

**The Only Genuine
Goodyear Welt
Shoe Made with
a Pillow Welt
Insole**



*Globe "Pillow Welt"
"Baby Pillow Welt"*

*Canada's Premier Children's
Shoe Lines*



patented 1919

Globe Shoe Limited, Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,

Carried in stock by Alfred Lambert, Inc., Montreal

Maritime Provinces:

W. J. Gard,
47 Rupert Street,
Amherst, Nova Scotia

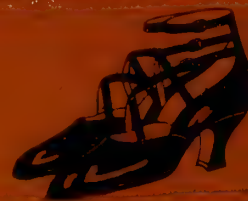
Ontario:

Charles Newton,
169 Park Side Drive
Toronto, Ontario

Western Travelling Representative:

W. E. Short,
1429 City Hall Avenue,
Montreal

FOOTWEAR IN CANADA



Particular people prefer
shoes of Clarke's
patent leather.

It looks better and
wears longer.



CLARKE'S
PATENT LEATHER

Footwear In Canada



GREETINGS to Our Many Good Friends

We have sincerely appreciated the very pleasant relations we have had with you, our comrades in business, during the months just past.

Now we want to thank you. You have been good to us, and patient too.

For this, we also thank you.

With Christmas drawing near, we wish for you and yours all the good things that life holds dear. May you have a joyous Christmas season with a year of success and prosperity to follow.

Witchell-Sheill
TRADE MARK REGISTERED

Witchell-Sheill Company of Canada, Limited

Manufacturers of Boots, Outing and Athletic Footwear

Windsor, Ont.

Detroit, Mich.



"The Wear

Is There'

*We wish a Right Jolly Good Christmas
to the great Shoe and Leather fraternity
of Canada and take this opportunity of
thanking those Shoe Manufacturers
who looked to us for their sole leather
supply during the year 1923.*

The Breithaupt Leather Co. Limited

Head Office: KITCHENER

SALES OFFICES:

Toronto

Vancouver

Montreal

Quebec

TANNERIES AT:

Penetang

Hastings

Kitchener

Woodstock

Burk's Falls





May Your Ship Come in in 1924

The year just drawing to a close has been rough sailing at times, but the barometer indicates better weather ahead. We sincerely hope that 1924 will bring you increased prosperity and success in all your endeavors. To that end you may depend upon our hearty co-operation at all times.



THE COLUMBUS RUBBER CO. OF MONTREAL, LIMITED

Branches At

Montreal, Que., Ottawa, Ont., Toronto, Ont., Winnipeg, Man., Calgary, Alta.

Sales Agencies:

Wm. Cook Shoe Co.	Moncton, N. B.	S. Marantz	Winnipeg, Man.
Fleetwood Footwear Ltd.	St. John, N. B.	Wholesale Distributors Ltd.	Winnipeg, Man.
Poliquin & Darveau	Quebec, Que.	Tree Spriggs Co., Ltd.	Vancouver, B.C.
Louis McNulty	St. John's, Que.	W. A. Law Footwear Co., Ltd.	Winnipeg, Man.
J. I. Chouinard	Montreal, Que.	Shaw Brothers	Edmonton, Alta.
		Anderson & MacDonald	Vancouver, B.C.



“GUTTA PERCHA” Rubbers

Preferred by most merchants and customers because they have stood the test of time and because they have become a recognized standard by which the general quality of rubbers is judged.

Consumers find proof of “Gutta Percha” high quality in the slow, even resistance to wear of their “Gutta Percha” Rubbers. This convinces them as nothing else could of the excellence of material and skilfulness of the workmanship that go into “Gutta Percha” Rubbers.

**From Your Distributor or
Our Nearest Branch**

**GUTTA PERCHA & RUBBER
LIMITED**

Head Offices and Factories, Toronto

Branches from Coast to Coast

Footwear

in Canada

Member Audit Bureau of Circulations

57% more paid circulation
67% more retail readers

than any other Canadian
shoe and leather paper
See Audit Bureau of Circulations Report
Subscription records open for inspection

VOLUME XIII

DECEMBER, 1923

Number 12

IN THIS ISSUE READ

<i>A Store "Built Upon a Rock".....</i>	7	<i>Light Wools Find Favor with New York Trade</i>	41
Ackerman Son & Co., B. F.	54	<i>Looking Backward—Canadian Footwear Industry during 1923</i>	63
Aird & Son	18	<i>Manufacturers Repudiate Recent Contest</i>	38
Ames-Holden McCready	6	<i>Measurements for Custom Shoemaking</i>	47
<i>Blachford's Hold Successful Demonstration</i>	27	<i>Montreal Retailers Discuss Important Topics</i>	37
Bastion Bros.	38	McDowell & Lincoln Ltd.	71
Breithaupt Leather Co.	2	Miner Rubber Co.	8
<i>Christmas Window Card Suggestions....</i>	11	Myles Shoe Co.	20
<i>Color Probabilities for Spring</i>	25	National Shoe Retailers Association	34
Canadian Stitchdown Co.	28	New Castle Leather Co.	70
Carter & Co., E. T.	46	<i>Optimistic Spirit in Western Canada</i>	65
Charbonneau & Deguise	58	<i>Preparations for Convention</i>	35
Children's Shoe Mfg. Co.	61	Puncher, A. W.	54
Clarke & Co., A. R.	76	<i>Questions & Answers Department</i>	49
Cobourg Felt Co.	16	Robson Leather Co.	68
Cote, J. A. & M.	36	Steel Shank & Specialty Co., H. W.	54
Collis Leather Co.	70	Sisman, Shoe Co., T.	49
Columbus Rubber Co.	3	Scott McHale Ltd.	24
Crescent Shoe Co.	52	Talbot Shoe Co.	26
Daoust, Lalonde & Co.	56	Tebbutt Shoe & Leather Co.	30
Duchaine, Ludger	44	Tanguay, Joseph	46
Dufresne & Locke	12-13	Tillsonburg Shoe Co.	10
<i>Eady Builds a "Wigwam" on Yonge St.</i>	14	U. S. Hotel	74
<i>Efficiency of Factory Day Workers.....</i>	73	United Shoe Machinery Co.	62
Edwards & Edwards	73	Valentine & Martin	48
Everett & Barron	59	Wilson Process Inc.	64
<i>Footwear Accessories</i>	39	Witchell Sheill Co. of Canada Ltd.	1
<i>Footwear Findings</i>	7		
Fortuna Machine Co.	73		
Franklin Machine Co.	72		
Gagnon, Lachapelle & Hebert	32		
Gamba, A. L.	54		
Germain, Louis	57		
Globe Shoe Co.	75		
Goulet, A. B.	22		
Great West Felt Co.	60		
Gutta Percha & Rubber Ltd.	4		
Halford Pub. Co.	74		
Hector Shoe Co.	45		
Hinde & Dauche Paper Box Co.	72		
Holt Renfrew & Co.	59		
Humberstone Shoe Co.	41		
<i>Importance of Proper Fit in Hosiery....</i>	39		
<i>In the New England Market</i>	67		
<i>In the Ontario Markets</i>	71		
Illustrated News Mirror	42		
<i>Joint Style Committee Report</i>	31		
Lacasse Shoe Co.	59		
La Duchesse Shoe Co.	59		
Landis Machine Co.	46		
Lawrence Leather Co., A. C.	66		

There are Three Sides to an Advertising Campaign

The advertising campaign that sells the consumer has done but one-third of its job.

When it also sells the dealer, two-thirds of the job has been done.

But not until the dealer is shown how to capitalize on the consumer advertising, and cash in on it to his own profit, is the job complete.

Let the consumer be sold, yes. Let the dealer be equally well sold. But let the dealer know in no uncertain terms that unless he attracts the favorable customer into his store and rings the sale up on the cash register, there is no sale.

There is a big difference between being seated in an easy chair and wanting something and walking along the streets in a buying mood with cash in one's pockets. That is where the dealer's selling co-operation rings up the sale.

Hugh C MacLean
Vancouver, Winnipeg, Montreal



Publications Limited
347 Adelaide St. W. TORONTO



*We extend Greetings to our many good friends
for your generous support during 1923*

May Health and Prosperity
and a bounteous share of all
good things be yours during
the years that are to be

*—the sincere wish
of*

**AMES HOLDEN McCREADY
LIMITED**

Head Office:

Montreal, P. Q.

Branch Sales Warehouses at

St. John, Quebec, St. Hyacinthe, Montreal, Ottawa, Toronto,
Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver.





A Store "Builed Upon a Rock"

Chas. E. Raven Has Proved That it Pays to Maintain the Best Standards of Merchandising in Face of Difficult Times and Cut-Price Competition

"If I have learned one thing of more value to me than anything else during the shifty business situation that has prevailed for the past two years it is to maintain high standards of quality for merchandise and give the best possible store service," said Mayor Charles E. Raven, of St. Thomas, Ontario, in discussing present day trade problems with "Footwear in Canada."

"With price cutting going on all around and business showing a tendency to slip," he said, "I was tempted for a while to follow the tactics of some of my competitors. I thought it over carefully and decided that if a man offered good merchandise at reasonable prices and maintained the sort of store service that the public had a right to expect, he should make good. If he didn't it was time for him to get into some other business. I am glad now that I made this decision. I have tried my best to make my shoe store and service all that it should be and business has been, and continues to be, good."

Keeps Them Interested

Mayor Raven stated that throughout the 20 years he has been in business he has never once missed having a daily message in the local paper. He does not go about his advertising in a haphazard manner. Seasonable offerings are always featured and in presenting his offerings to the people he believes that it pays and pays well to make the copy "chatty" and as simple and direct as possible.

"I try to make advertisements read just as though I were talking to the people," said Mayor Raven.

"People I find like this sort of an advertisement. The more simply I can tell my story the better they like it."

Always Gives Prices

"The first thing the father or mother or whoever does the buying for the family wants to know is the price of whatever is offered. In all our advertisements prices are featured in large, plain, unmistakable figures. People like to see a picture of what is offered and I always try to have several cuts in my copy. It costs a little more to get good cuts that do not print illegibly or smudgy but it is worth it. A few good cuts will dress up an advertisement as nothing else will and give it an added interest to the reader."

Mayor Raven is a thorough believer in truth in advertising. When he advertises a sale—and he does so usually twice a year—people have come to learn that it is a real sale and they come in for miles around.

Good Window Displays

"It is a difficult matter to really say," he stated, "but perhaps my display windows are the very best advertisement I have. They are changed regularly and I aim to always keep attractive and seasonable offerings before the public. The windows take some time and some care to arrange but they certainly pull a lot of business."

A feature of the arrangement of the windows in the Raven store is the generous use made of price cards and show cards. Prices are to be seen every-



The MINER RUBBER CO. Limited

Branches and Selling Agents

The J. Leckie Co., Limited	Vancouver, B. C.
The Miner Rubber Co., Limited	Calgary, Alta.
The Miner Rubber Co., Limited	Edmonton, Alta.
Congdon, Marsh, Limited	Regina, Sask.
The Miner Rubber Co., Limited	Regina, Sask.
Congdon, Marsh, Limited	Winnipeg, Man.
The Miner Rubber Co., Limited	London, Ont.
R. B. Griffith & Co.	Hamilton, Ont.
The Miner Rubber Co., Limited	Toronto, Ont.
The Miner Shoe Co., Limited ..	Ottawa, Ont.
The Miner Rubber Co., Limited	Ottawa, Ont.
The Miner Shoe Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Montreal, Que.
The Miner Rubber Co., Limited	Quebec, Que.
H. S. Campbell	Fredericton, N. B.
The J. M. Humphrey Co., Limited	St. John, N. B.
The J. M. Humphrey Co., Limited	Sydney, C. B.
The Miner Rubber Co., Limited	Halifax, N. S.

Have you looked into the possibility of increasing your sales of Rubber Footwear?

Many merchants are selling more rubbers than ever before, just because they're featuring Miner's Scout and Guide lines for boys and girls.

A distinctive, quick selling line is worth your consideration.

where and the large show cards direct attention to various ideas it is deemed advisable to emphasize. A favorite plan of the window dresser is to use varicolored panels as a back ground to make both the shoes and the show cards stand out strikingly.

One Sells the Other

In both his store and window displays, and in his advertising, Mayor Raven finds it a very profitable plan to link up various lines that naturally go well together. One of the biggest selling combinations of this sort is seasonable shoes and hosiery. It might be mentioned here that hosiery is given almost as much attention in the Raven store as shoes. It is given this attention because it has won the place by volume of turnover. Mayor Raven says it is just as easy to sell a man the hosiery he needs when he is buy-

dise they want, and that when they get it they always come back.

In accordance with his ideas of service he some time ago inaugurated a "Children's Department" in the store. This is located at the rear and in it are little chairs in which the children sit while being fitted and they thoroughly appreciate the fact that they are in a section all their own. The "Children's Department" Mayor Raven pointed out, has also served another and very useful purpose. Before he established it little tots very often, when they came in with their mothers, would rush all over the store while their mothers were being fitted, pulling out boxes and causing a commotion generally. Now they can go to the special department and play as much as they wish without annoying anybody.

Boosts Turnover

Mayor Raven has found that the more merchandise he can keep attractively displayed, the larger his turnover. In order to achieve maximum results in this direction he has installed various display cases and wall cabinets. These feature seasonable lines of hosiery, shoes, slippers, leather goods, shoe polishes, laces and other lines. Displays of this kind he finds not only hold the interest of a very large percentage of those who come into the store but they "sell" the lines offered and save a great amount of time in sales-talk and effort.

As might be expected in a city where many hundred railwaymen are paid by monthly cheques, there is a good deal of "credit" business. "Credit business is good business if you watch it carefully and don't let it run away with things," said Mayor Raven. "Perhaps never in the history of retail merchandising has it been more important to watch collections than right now. I am a good collector and it pays to be. With a little care one can get what is owing without giving the slightest offence or without antagonizing customers, and merchants who do not watch their collections scrupulously are making trouble for themselves."

St. Thomas has had few more public spirited citizens than Mayor Raven. He has given freely of his time and talents for the public good and has done it gladly. For the past two years he has been the city's chief magistrate but this year is retiring although pressed to accept office. He believes that in every community the business men have a real duty to their fellows and that by reason of their experience and their knowledge of values they can be of real service.

AN IMPORTANT QUESTION

WHICH IS OF GREATER IMPORTANCE — WHAT YOU GET OR WHAT YOU PAY?

To buy cheap shoes is poor economy. That is an easily reliable shoe at the lowest price at which they can be sold at that is the thing.

Nowhere can better values be found than in our present showing of latest autumn styles. In children's shoes, in boys' and men's shoes, in ladies' shoes, in men's shoes, we are completely stocked with splendid originals for all — for school for work and for dress.



Smart Boots and Oxfords for the Young Man at \$6.00 and \$7.00

Gleams in our past shoe with fine and one there the smart shoes all approved value.



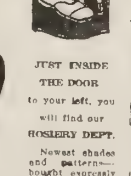
Favorite Styles for Ladies



Men's Work Shoes

Strength and comfort are combined in all lines of Men's work shoes, all made in Canada by a Canadian workman.

Prices: \$3.95, \$1.50 and \$1.75



JUST INSIDE THE DOOR

In your left, you will find our HOSIERY DEPT.

Newest shades and patterns — brought especially to go with the new shades of footwear.

Specials at —

\$1.00, \$1.15, \$1.25 to \$2.00

School Shoes

Buy with a full knowledge of the reason service that lies before them.

Prices: \$2.55, \$2.00, \$1.50, \$1.00 to \$1.50 according to size.

1,000 Pencil Boxes

A box free with each pair of school shoes.

SEE OUR WEST WINDOW

Chas. E. Raven

605-650 Talbot St.

Shoes, Hosiery, Traveling Goods, Rubbers and Fine Apparel

In twenty years Raven has never missed his daily newspaper advertisement. He's an example of the type of advertising he does

ing shoes as it is to sell the shoes. He goes even one better and very often sells a mother who is buying shoes for herself and children, all the hosiery she wants for the entire family.

It might be mentioned here that as St. Thomas is essentially a railroad city, and hundreds of men who make good wages are away about nine-tenths of their time, practically all the buying in their homes is done by their wives. Several hundred thousand dollars in pay cheques every year is turned over to the housewives to buy whatever is needed and the majority of the women do not buy with any stingy hand. They have plenty of money and they want good goods. Mayor Raven has found as stated above that these women and many others like them are quite willing to pay a good price for the sort of merchan-



Bright windows will draw Christmas business



Good Old Santa

is here once again to distribute his sackful of happiness and jollification. Which prompts us to wish all our friends in this great industry

A Merry Christmas! and a Bright and Prosperous New Year

Then, too, we take this opportunity to thank you for your generous patronage during the past twelve months. May we again merit your business during 1924.

The Tillsonburg Shoe Company, Limited

Tillsonburg - Ontario

The Norfolk Shoe Company Limited

Tillsonburg - Ontario

L. C. Van Geel, General Manager

Christmas Window Card Suggestions

"Do your
Christmas Shopping
early!
Do it early,
Sister Dear."

Henry
The Shoeman

Footwear

is an
intimate,
useful gift
that has the
quality of
instant appeal.

Give her those
Dancing
Pumps
she has longed for
for the New Year's
party.

Henry
The Shoeman

Yes!
He will like
your taste in
Socks.

Henry
THE SHOE
MAN

Exquisite, exclusive
shoes she might
hesitate to buy
for herself?
Why not buy
them for her?

Henry
The Shoeman

A nifty boy,
A Christmas box
and Oh! what joy!
'Tis fancy socks.

Henry
The Shoeman

Stockings
have won a
reserved space
in Santa's bag
because they are
always appreciated

Henry
THE SHOE
MAN

Love sends
a little gift of
Slippers.
They last
longer.

Henry
The Shoeman

A gift
of
OUR
SHOES

is a
compliment
to a woman's
foot.

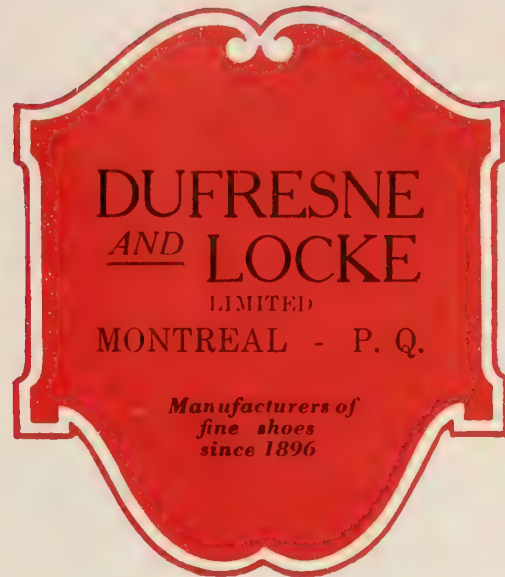
Patent
Oxfords

are one of the
secret ambitions
of every rising
young fellow.



CHRISTMAS with its all-pervading spirit of goodwill is with us again. As we look back on another year of accomplishment we feel proud of the many new friends that Dufresne & Locke Footwear has won for us. We take this opportunity of wishing every member of the shoe trade all the Peace, Happiness and Prosperity he hopes for.





Our New Creations for 1924

These new models, the very last word in shoe craftsmanship, are going to be exceedingly popular in Spring. In distinctiveness of design, in workmanship, in materials they represent

The Very Utmost in Shoe Styles

Now is the time for you to insure good business next Spring by placing your order with us now. We shall be pleased to give you all possible details and are certain you will be more than favorably impressed with the extreme values and styles of this new Spring Range.

Coming to the Convention?

If you are, do not fail to visit our quarters in the

"PRINCE OF WALES SALON"

of the Windsor Hotel on the 22nd and 23rd of January. Your trip to Montreal will not be complete if you do not inspect our new range of samples which will include our latest styles. Our travellers will be there to wish you a hearty welcome.



Eady Builds a "Wigwam" on Yonge Street, Toronto

**And Let's the Whole Town Know He Has Moccasins for Sale—Do They Sell?—
Like Peanuts at a Hockey Game!—\$3,000 in Two Weeks
is Nice Volume on a "Side-line"**

A store within a store is a novel and interesting idea. And still more so when the miniature store takes the form of a bark "wigwam"! Such a striking merchandising attraction is to be seen in Toronto to-day. One can't pass up the east side of Yonge St. with his eyes wide open and fail to notice it. Take a look at the illustration. Calculated to arouse interest, isn't it?

This is an interior view of Eady's new shoe store on Yonge St. at the corner of the Arcade. It shows how one progressive merchant is making a determined, and successful, effort to get out of the rut into which the retail shoe business tends to run these times. They talk a lot about getting local color into novels and moving pictures. Here we see it in a shoe store. The "Wigwam" is a clever and original setting for the sale of moccasins.

"Local Color" Interests Public

"Footwear" dropped in to see Mr. Eady about it. We found we weren't the only ones. Lots of people have been calling at the store just to see that wigwam and find out what it's all about. Mr. Eady let us into the secret that the object of it was just that—to arouse the interest of the passers-by, get them to stop and look, make them think, "Well, now, that's something quite striking; I'll go in and take a look at it," and finally get the suggestion into their minds that Indian-made moccasins are mighty attractive goods and would make a "real nice Christmas present for Jane."

"I wanted to do something different, to cultivate some field that other merchants were overlooking," said Mr. Eady, "and the sale of moccasins seemed to offer the opportunity I was seeking. So I decided to feature them, and the results have certainly been gratifying. It was two years ago that I first began to handle moccasins, and my experience with them convinced me of the possibilities in developing a business in this line. Last year, in my other store, on Victoria Street, I pushed them vigorously, and during the two weeks preceding Christmas the sales of moccasins alone ran into \$3,000. This season I expect to beat that total by a good margin, because our new location here on Yonge Street has a very much larger passing trade, and our presentation of the goods is more striking.

"The idea of the Indian wigwam suggested itself to me because I needed more shelf space for the moccasin stock, and I wanted to give people the impression that here was the headquarters in Toronto for these goods. So I worked out a little plan and called in a carpenter, and here you see the result.

Quick-Selling Merchandise

"Moccasins are particularly satisfactory goods to handle, because one can generally make a sale in a few minutes. Not once in a week are we called upon

to fit a pair on a customer. Mostly, of course, they are bought for gifts, and sometimes in surprising quantities. Indeed the largest sale I ever made was of moccasins. It was last year, just after Christmas strangely enough, and the customer was a lady, who had put off her Christmas shopping longer even than most of us do—or else she makes it a practice to give New Year Gifts. At any rate, she came and bought no less than thirty-five pairs, which she had us mail for her to addresses in England, France, Canada and the United States. Evidently she was a travelled person of some means, who was remembering not only friends but maids whose services she had found competent and pleasing during her sojourns at various places.

"We have another regular customer who has the moccasin mania badly. Last year, coming up to Christmas, he came in week after week, and never bought less than four or five pairs at a time. He's a mining man of some prominence, quite up in years, and I rather think he was sending remembrances to the homes of some of his employees.

"These, of course, are quite unique cases, but it's not at all unusual for a customer to buy two or three pairs at a time.

Tourist Trade Runs into Volume

"The Christmas season is of course the time of the year for selling moccasin slippers, but there is a fair volume of sales during the fall. The most surprising part of it, however, is the demand that comes in the summer. During the mid-summer vacation period this year, we did a nice lot of business with American tourists, who were picking up souvenirs of Canada to take back home with them. This tourist trade mounted up into much larger figures than I had anticipated.

"The stock we have to carry to handle the peak of the Christmas business doesn't run into more than Two Thousand Dollars. We have the goods coming in right along and going out as fast as they come in and I figure we'll turn our investment a couple of times between now and Christmas."

Eady's carry everything in fancy moccasins from children's up. The better grades are of sealskin, and the most expensive are those having the hair still on the skin, due to the greater difficulty in curing. Cheaper grades are made of cowhide and sheepskin. Prices range from \$2.00 to \$6.00. The goods are interesting in themselves and offer scope for effective displays, which Mr. Eady has not failed to take advantage of. In one window, facing on the Arcade, he has two sealskins, one being that of a baby seal and the other that of a full-grown animal. The skin of the younger animal has been cured with the fur on, while the other has been "unhaired." In the window cards interesting facts are pointed out, such as, that the skin of the seal has the highest percent-

An Indian Setting for the Sale of Indian-made Goods



This illustration shows how Eady, of Toronto, provided an effective "atmosphere" in his store for the purpose of featuring moccasins. The bark used for covering the "wigwam" was secured from the tanyards.

The approaching cold weather season raises thoughts of another following winter and warm footwear samples for the 1924 selling campaign.

The K.B. Line of Felt "KUMFYS" for 1924 in both soft and hard sole will be the most complete we have ever shown, and the quality, style and workmanship, fully up to past K.B. standards. K.B. samples will be in the hands of all the best Canadian shoe wholesalers early in the New Year.

Mr. Retailer, be sure and see the K.B. lines for 1924 and you will want them for your own customers.

A Merry Christmas and a Happy New Year to Our Many Good Friends in the Trade

THE COBOURG FELT COMPANY, COBOURG ONT.

K.B. FELTS
HARD SOLE
KUMFYS
SOFT SOLE

age of wearing quality of any fur bearing animal in existence and will last for years, and that the ornament is moose hair. These are bits of information that set the passer-by thinking along the right lines. Other cards emphasize the attractiveness and appropriateness of moccasins as Christmas gifts.

Indian Novelties

The "wigwam" is best described by referring the reader to the illustration. It is a little bark-covered cabin, admittance to which is gained from the rear. On one side are shelves to accommodate part of the moccasin stock, and on the other a counter and an opening, so as to allow the salesman to serve customers from the inside. In addition to the moccasins, all kinds of Indian-made novelties are shown—grass

baskets, hand bags, photo frames, book markers, table centres, writing pad covers, playing card cases, miniature canoes, seal gauntlets, etc. These sell quite freely, but they are carried primarily for decorative purposes. Some of the little grass novelties are given away with purchases of moccasins.

As will be noted in the photograph, the scheme of Indian "architecture" and decoration has been applied to the rear of the store, also, and this gives the "wigwam" a background and a setting, without which it might possibly appear isolated or out of place. As the idea has been carried out, it achieves the effect of being novel and attractive without interfering with the efficiency of the store or crowding out the lines of footwear.

Try a Lead Pencil Sales Letter

When Other Methods of Advertising Need a Spice of Variety Injected—
It Has Lots of "Human Interest"

Put into a display window two pairs of shoes, one brand-new, the other with obvious signs of wear. Get an average crowd in front of the window. Then note which of the pairs arouses the most interest. Not the most beautiful pair, but the pair which shows human use. The "human interest" of the latter is high.

Sometimes in advertising the greatest "human interest," and resultantly, the greatest effectiveness, is possessed paradoxically by that to which a superficial conclusion would give little value. Lead-pencil sales letters come in this category. Certain prospects, or certain goods, merit a great deal more in the ways of sales effort than a circular letter. Perhaps there are not enough of a certain type of prospects to warrant a circular letter.

A lead-pencil sales letter may fit this situation. The proprietor or manager, or department head, or clerk, writes a brief letter with a pencil. He makes it short and legible. It is written with a "natural style," just as the letter-writer would talk, and any disposition to "sell hard," or "get on a perch," is carefully checked.

It is signed with a democratic signature—the last name of the letter-writer merely, or perhaps the familiar first name by which he goes. The

letter-writer addresses the envelope with pencil, too.

Don't write the letter with ink. It will be far less effective than the lead. The latter has more than great novelty; it has a rough and ready, spontaneous, personal look about it.

Here are some of the situations in which proprietor or manager can afford to write lead-pencil letters:

When a "big buyer," as a corporation, company, municipal department, etc., is known to be in the market. When a "best" customer stops patronizing the store, to learn the reason and to right any grievance. When merchandise of particular known appeal to an important customer, or several important customers, comes in. When a past due account merits unusual personal attention.

Brevity is a characteristic which should always be put into the letters. Often all that is required to make a sale is to briefly say the store has a certain something he, the manager, believes will appeal strongly to the recipient, and which he will be glad to show if the latter will call.

A successful retailer who has used direct mail advertising for years told me the other day that of all his sales letters, the occasional ones he wrote with lead pencil got by far the best results.



Shoemakers to Wholesalers only

When You Set About a Sale— Make it a Thorough Clearance

Lay Plans Well Ahead of Time for Displays and Advertising—Avoid Junky Displays and Aim at Variety—Don't Overlook Courtesy and Service in the Rush

In the month of January, the question that is uppermost in the minds of the majority of shoe merchants is the clearance of broken lines. It is generally recognized as good policy to start the New Year with a clean sheet and get rid of all odds and ends and stickers that are on the shelves from the preceding year. Hence, throughout the country, there is a great campaign of sales.

Not all merchants are believers in the semi-annual sale—some follow the continuous clearance plan, getting rid of their odds and ends in week-end events—but the trade as a whole have come to regard it as an established institution and a necessary evil.

Segregate the Sale Goods

The question is: How to go about it? "If one is going to put on a sale at all, it is well to do it thoroughly," said a successful merchant when approached on this matter. "The first thing to consider is the segregation of the sale goods from the rest of the stock. Our plan is to get all the broken lines, odds and ends and dead numbers into one section, where they are most easily got at. Some of them we display on tables in the store, as well as in the windows. The windows, of course, are about the biggest factor in the success of the clearance. I believe in getting away entirely from our ordinary type of trims and doing something that gives the public the impression that there is an unusual event going on. We cater to an average trade, neither very expensive nor very cheap, and we can adopt striking methods without offending our customers at all. But I don't believe in the junky type of display. One must show some respect for his merchandise, even if it is odds and ends he is clearing. The shoes are just as good as they were the day they came into the store, so far as their intrinsic value is concerned, and I am convinced it is poor policy to throw them into the window as if they were so much junk. As a matter of fact, I don't see why a sale window shouldn't be as pleasing in appearance as the usual run of displays in which style is featured. It is just a matter of changing the emphasis from fashion to price, and the more attractive you can make the shoe to appear at the price, naturally the more quickly it is likely to sell.

"It is also important, I feel, to keep the trims changed frequently. There is also the tendency for a sale to begin to lose its momentum after the first three or four days, and the best way to keep it up is to start over again, so to speak. Even if one has to use the same set of shoes over again, it is well to re-arrange them in the window and get in new show cards and price tickets of a different color. After a passer-by has seen the same display twice, it is doubtful if it will even awaken his attention again,

unless some outside factor has influenced him in the meantime. And a sale window, like a loud suit, doesn't 'wear well.' It gets tiresome quickly, unless changed.

"Putting it briefly, as I see it, the windows for the January sale should be striking and varied and should feature a greater quantity of merchandise than is normally shown but not in a jumbled arrangement. The price should be given in every instance, of course.

"The interior of the store, also, needs attention. To secure a real sale time appearance, nothing is so effective as a plentiful showing of store signs, banners, etc., hung from the ceiling and arranged on tables. Legibility is the first requisite of signs used on such occasions; fancy art work may well be dispensed with. As mentioned previously, we use tables for the display of the sale goods, and we also arrange the merchandise on any available ledges. It isn't a bad plan either to pull a number of the cartons part way out from the shelf and set the shoes on top of them.

"When arranging the interior, another consideration that should be kept in mind is efficiency in handling the unusual number of people your sale advertising may be expected to draw. One of the dangerous features of these selling events is that they may give a casual visitor a very poor opinion of the service offered, unless the matter is dealt with very carefully. A customer may be left for ten or fifteen minutes with a shoe that is neither fitted to her fancy nor her foot, while the salesman is giving attention, equally unsatisfactory perhaps, to other customers. Bad for future business—very!

Don't Forget Courtesy and Service

"Our staff are given the following definite instructions to be followed in the handling of customers during sale weeks:

- (1) "Never leave a customer without a shoe on his foot with which he has shown some signs of satisfaction.
- (2) "Never leave a customer without sales talk to convince him of the value of the shoe.
- (3) "Never leave a customer without first obtaining his permission.

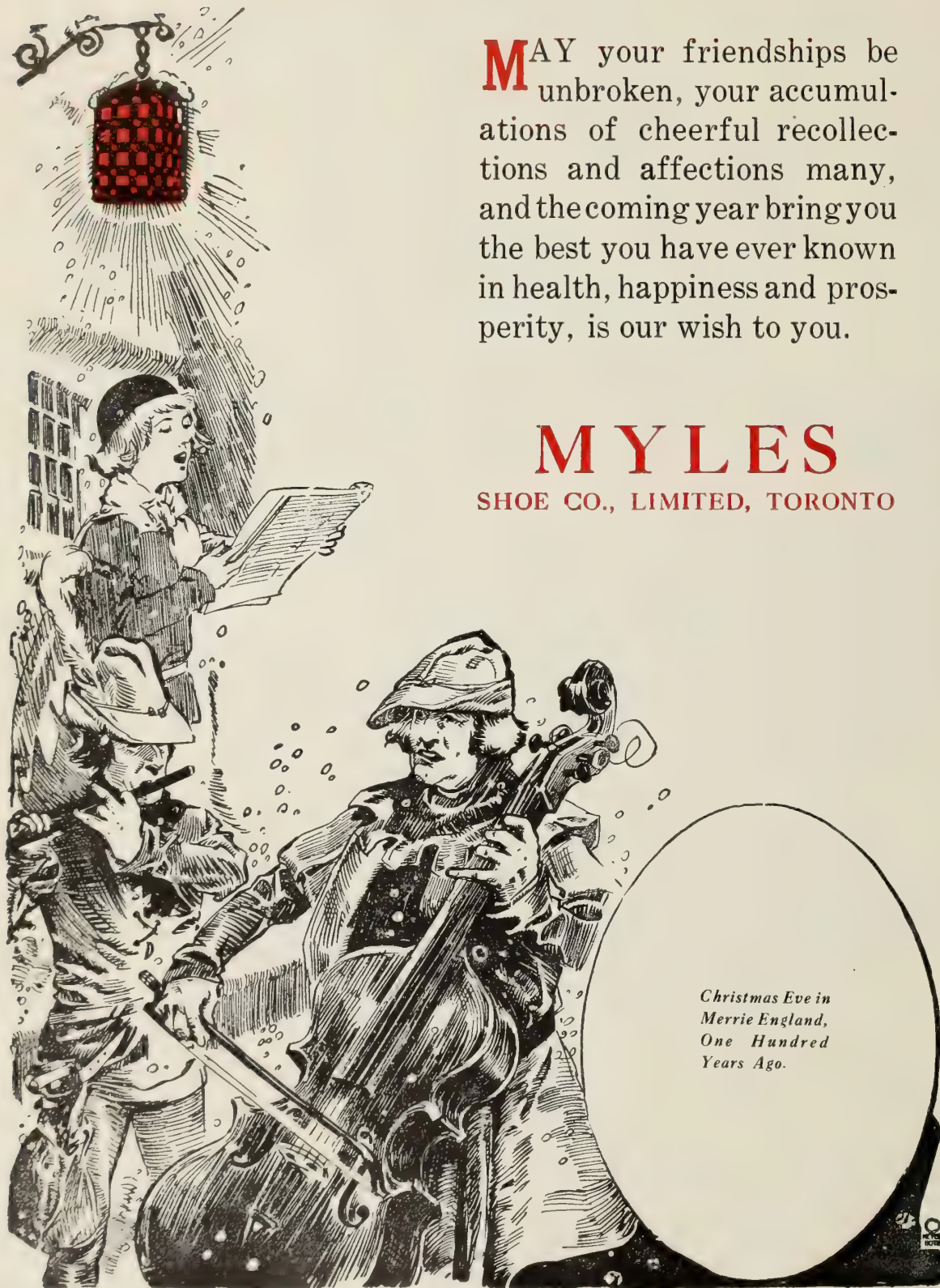
"In this connection the importance of having the stock conveniently arranged, to facilitate quick service, cannot be over-emphasized. In stores where all lines of shoes are carried, I have noticed that efficiency is increased by departmentizing the lines and placarding each section with neat signs. The customer then naturally will enter the department carrying the particular kind of shoes he or she desires, and the goods are right to the salesman's hand."

A Christmas Greeting

MAY your friendships be unbroken, your accumulations of cheerful recollections and affections many, and the coming year bring you the best you have ever known in health, happiness and prosperity, is our wish to you.

MYLES

SHOE CO., LIMITED, TORONTO



*Christmas Eve in
Merrie England,
One Hundred
Years Ago.*

Window Suggestions for January



A sale window may be striking without being "cheap" or junky



A display after this fashion will attract attention and help to educate the public 'along the right lines'



Greetings from the House of Goulet



AS we look back upon the year now drawing to a close, we are deeply thankful for the many new friends that Goulet Shoes have brought to us. That the sterling worth and character of our creations will enable us to add to this list during 1924 is our earnest hope.

To the shoe trade in general and our host of friends in particular, we send our sincerest wishes for a Merry Christmas and a Happy and Prosperous New Year.

O. Goulet & Sons, Ltd.

575 St. Valier Street
QUEBEC, P. Q.



With the Editor



Keep Your Mind on Your Own Business

A sales manager who is at the head of a large and successful merchandising organization says: "I have often thought that about the worst thing a man could do to his competitor would be to send him copies of the daily orders to look over. The competitor would spend so much time looking over the orders he would forget his own business."

Isn't it the truth? If the amount of time and energy some dealers spend in trying to get a line on the neighboring store's business and the jaw-power they waste in running down its goods were devoted to the upbuilding of their own custom and the boosting of their own merchandise, they would be a lot farther ahead at the end of the year. Of course, it's wise to keep an eye on your competitor's business, but it's a lot more important to keep your mind on your own.

Brevity is an Asset in Salesmanship

Manufacturers and their representatives are, we believe, always very glad to get the unprejudiced viewpoint of the retailer regarding their service and their methods. Here is a frank and interesting letter in which a progressive Ontario retail concern comments on what it regards as some prevalent faults of salesmen and points out the type of salesmanship it appreciates. No doubt it voices the sentiments of quite a large class in the retail trade. The letter was sent to the Retail Merchants' Association:

"We have been in business for forty years," says this concern, "and every business day throughout that period we have been interviewed by one or several travellers representing the many firms. We are always glad to see them and make it a special point to be courteous but as brief as possible. We find, as a general rule, that the average traveller is not sufficiently clear cut and sharp in the introduc-

tion of his goods, but desires to talk about a lot of other matters before coming to the real issue. The days of offering the buyer a cigar, drink or cromo are dead and we feel that the days of the traveller desiring to tell a story or discuss the weather, with a lot of other trifles, are also dead. Merchants are busy men, or should be, and we feel that the travellers conversation should commence about as follows: 'Good morning Mr. Smith. My name is Jones, representing John Wilson & Co.' The average merchant has so many travellers calling upon him that he becomes confused as to what firms these travellers represent and particularly so when occasionally such travellers change their positions.

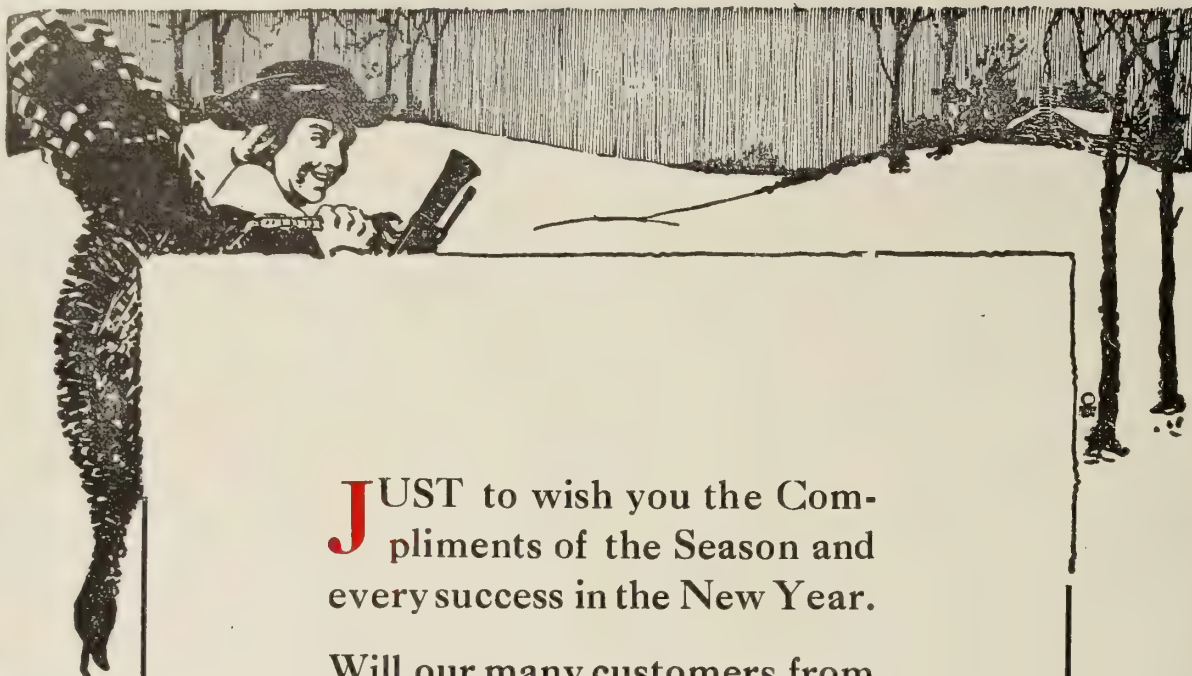
"Please let this point be firmly established, that the merchant needs the traveller, should be courteous, and the traveller should be brief."

Queer Motives for Being in Business

The average man, presumably, is in business to make a living. He may have other, and higher, ideals in the carrying out of his daily duties, but the urgent necessity of making money wherewith to support a home and supply the necessities of life is an object which might surely be taken for granted in ninety-nine cases out of a hundred. Strangely enough we sometimes come in contact with merchants who seem to be actuated by a different motive, whose chief aim in life appears to be to beat their competitors. Such is the impression they give by their policy in the prosecution of their business. They evidence less interest in the profits they may make themselves than in the profits they can prevent the other fellow making. Some are willing to lose money quite happily if only they can ensure that the dealer across the street will lose as much or more. A strange condition of mind, indeed! And it helps to take the joy out of the footwear business.



*"Footwear in Canada" Wishes You and Yours
a Merry Christmas and a Happy and
Prosperous New Year*



JUST to wish you the Compliments of the Season and every success in the New Year.

Will our many customers from coast to coast please accept our sincere thanks for the splendid support they have given "Astoria" and "Liberty" Shoes? We earnestly hope we may continue to serve their needs during 1924 and to this end will put forward every effort to give them the best in "style, service and value."

Scott-McHale Limited

London

Ontario

Color Probabilities for the Spring Season

Address by Mrs. Margaret Hayden Rorke (Manager of the Textile Color Card Association) Before Boston Shoe Trade Club

Part of a women's apparel is shoes. The shoe today is one of the most beautiful attributes to fashion, and as long as we can keep color, we have brought to the front the shoe industry. It will stay there, and it will always be one of the greatest industries. The time will never come when women will go back to the old idea that her feet need only to be covered up. She now feels that when she puts a shoe on her foot, it makes a beautiful picture. Color has brought women to appreciate art in footwear, and has stimulated the industry which is bound to progress, provided we keep this idea before her.

There was a time when color meant nothing. The Textile Color-Card Association is the most unique association in the world because it standardizes commercial colors. This color language is not only used in the U. S., but in twenty-seven foreign countries today, and growing steadily. The interchanging of colors is of great value to the industry. It means that when colors come out, sponsored by great associations, they stabilize color in the coming seasons. When you see these colors, do they mean anything? They should. There has been built up, right to the consumer, a campaign to make those colors salable.

Authority on Colors

My association is the authority. We decree the colors for every branch of industry. For the past year we have been planning our colors for the spring of 1924. Next summer, 1924 will begin to wear colors we have grown. What is the picture we see for spring? We see the colors of the Orient. The art of China is very rich. In color, we have had the boom of King Tut's influence, but it has gone and Egypt has never offered what China has offered in art. It is never ending, as cycle after cycle come in fashion. Now we are in for a season of Chinese art in women's wear. China has yellow, greens, red and blue. Fashion will paint these colors on her calendar for spring. The brilliant colored shoe has not entirely gone. You will have colors in shoes, but I believe you will have them more modified than last spring.

We have black now as the biggest factor in the industry. Color will come in again with white. Fashion will feature browns as one of the biggest factors. Blue will be popular also. I see all shades of light and medium brown. Brown has been known, outside of black, to be the biggest seller. There will be some gray. There will always be some gray, as gray is a big fashion factor. Fashions in Europe will influence our styles considerably. Abroad the brown satin or fabric is popular—also moire.

Some years ago we had a fine brown satin season, and as I see it now, we are going to get brown satin shoes very strong, also brown moire, as it is a very big factor over-seas, and our manufacturers are working on it here and moire is coming strong. It is a big factor and a very essential point that we have so

many fine fabrics and leathers that adapt themselves most gracefully to color.

Good Fabrics Take Good Color

As long as the product is fine and good, it will take fine color and will have color in every type of shoe and leather. The point should be clearly brought out of the necessity of working together on the color question. It does not begin nor end with the shoe manufacturer or the retailer, and last but not least, it does not begin nor end with the shoe salesman, but every one of these branches of the industry must work together.

Black is the combination of all colors. White is the elimination of all colors. Black and white are great factors, but with too much black or too much white, there is no interest and we must have colors to stimulate sales.

We will have both harmony and contrast in colors—decided contrast in hosiery. Pale nude stockings will be worn with dark brown shoes. In France, the women are wearing a white shoe with a nude colored stocking, so the contrast will be maintained. Women now want many pair of shoes. They know that the foot looks better when it is well shod, and it is shod right when the shoe is in harmony with the dress, but they are bound to have more than two pairs of shoes. At the present time, black perhaps, would cover several needs of a woman, but as Spring advances, black will have a rest and a colored shoe will take the place. Every woman must have at least one pair of black shoes.

In Europe they are wearing the brown satin shoe in the evening with every colored gown. The women in Paris are wearing brown with every type of dress.

Oxfords and Knitted Suits

Knitted suits are coming in very strong with the oxford shoe, and the heavy soled shoes will be very smart with this type of dress.

With the brown shoes, the best effect is to trim it with light or dark brown that will bring contrast. "Log Cabin" blends beautifully with different shades of brown. White can be made smart looking with different colors. Color harmony is very essential in the shoe industry for the attire of the smartly dressed woman.

In response to a question by a rubber shoe salesman regarding the probable popularity of brown and blue goloshes, Mrs. Rorke said: In the first place, blue has never been very popular. Women have an antipathy to a navy blue shoe. I see no reason why so far as the taste of a woman is concerned, she would not accept a brown, unless too radical. The black is smart, but I believe the dark brown golosh could have a future. I cannot see why they would not accept



*A
Merry Xmas
and a
Happy New
Year
to All*

*The Talbot Shoe Will
Help You Prosper in 1924*

We are now showing many new, snappy models that are going to prove mighty profitable during 1924. You'll start the New Year right by placing your requirements with us now for the coming Spring.

Talbot Shoe Company, Limited
St. Thomas, Ontario



Blachford's Hold Successful Demonstration

**Attractive Displays and Living Model
Feature the Event—See Illustrations Page 35**

H. & C. Blachford, Ltd., Toronto, held a demonstration of Tarsal-Ease shoes during the week of Nov. 5-10. With the assistance of an attractive living model and a tasteful setting and arrangement, the event was successful in arousing public interest and drawing visitors to the store. Mr. J. A. Hammill, of the Smardon Shoe Co., was in charge of the demonstration.

The Blachford store, being exceptionally commodious both as to depth and width, lends itself particularly well to the staging of such an affair. The rear part of the main floor was given over to it. Down the centre a platform was placed, some 20 feet in length and about 18 inches high. Around it the seating was grouped. Palms and ferns added a touch of decoration without overshadowing the merchandise.

A phonograph likewise assisted in enlivening the occasion.

The model was used with the double object of attracting attention and demonstrating the features of the corrective shoe. As the model paraded the platform, the demonstrator had an opportunity of pointing out all the merits of the shoe as regards comfort, fit and appearance.

The most effective work, of course, can be done when fitting customers. There are so many who have been wearing shoes too small and who insist in buying by size rather than by fit. Fit is a big factor in convincing the customer. Once a woman has experienced the delight of a perfect-fitting shoe on her foot, she realizes that here is something worth having at any price. As a means of ocular demonstration to the customer that she is properly fitted and at the same time providing the salesman with a check on his work, an X-Ray machine recently installed by Blachford's proves very valuable.

Asked by "Footwear" regarding the results of the demonstration, Mr. Howard Blachford expressed himself as well satisfied with what had been accomplished and said he was convinced that the advertising obtained through this method of presentation would have the advantage of lasting effects.

Colors of Advertising Signs and Cards

When you get ready to order a big canvas painted "Sale" sign for your store front or to be put on your window itself—even when you order advertising cards for your windows—here is an important point to consider: What color shall you use?

The number of people attracted by your signs and cards, the number who read them all the way through, and, to an extent, their emotions while reading—all these are matters much influenced by colors used.

In the laboratory, and in practical experience, color preferences have been accurately established. For the store which appeals to uneducated classes of people, the color preferences of primitive people are a safe guide. These are, in order, red, yellow, orange. Children under eighteen years prefer red, also. As a group, women prefer red.

Blue stands close to red, under average conditions. Tests, in fact, indicate that more men prefer blue than any other color, while many women, especially women past the age of forty, prefer it.

Black and white are both preferred by very few. Green is far down the list of color preferences.

For sign and card use, the preferences above indicated presuppose in most cases a white background. On a black background, yellow is easily in the lead as the preferred color, with orange next, and red far down the list.

Since red is, on the average, the second choice of men, and blue the second choice of women, red and blue sum up as the two preferred colors, with

very little to choose between them. The decisive factor which makes red outstandingly the "best" sign and card color is its greater attention-getting power. The scarlet tanager is a rare bird comparatively, because of its plumage; the blue-bird is found all over the continent in great numbers. Though other considerations may enter, conceivably, red is accordingly a much better advertising color.

Black against red is a proved good combination for price cards. White against blue is another good combination.

In periodical advertising, a given ad using colors always pulls better returns than black and white, under identical conditions. Black and white are a common ad sign combination, undoubtedly used very much more than their attention and color properties entitle them. Black and white have one attribute sometimes valuable—they "wear well." The eye can stand a great deal of those colors with minimum weariness. For text of a catalog, black will always be the preferred color, with other colors—used occasionally for emphasis.

In practice, many advertisers use red and other powerful colors with restraint. For everyday use, black and white are commonly used. Then, when the "big sale" comes, the red is trotted out, along with bargain prices and other points of a big sale.

The price store, featuring price every day in the year, finds black against red card, white against blue card, red against white card, and yellow against black card, all excellent combinations for everyday use.



The Spirit of Christmas



WE cannot allow the festive season to pass without extending to you the old, time-honored greeting "A Merry Christmas and a Happy New Year." We look forward to 1924 as presenting to us another opportunity of strengthening, if that be possible, your good-will and esteem.



Canadian Stitchdown Co.

Manufacturers of the Popular "Canadian" Stitchdowns

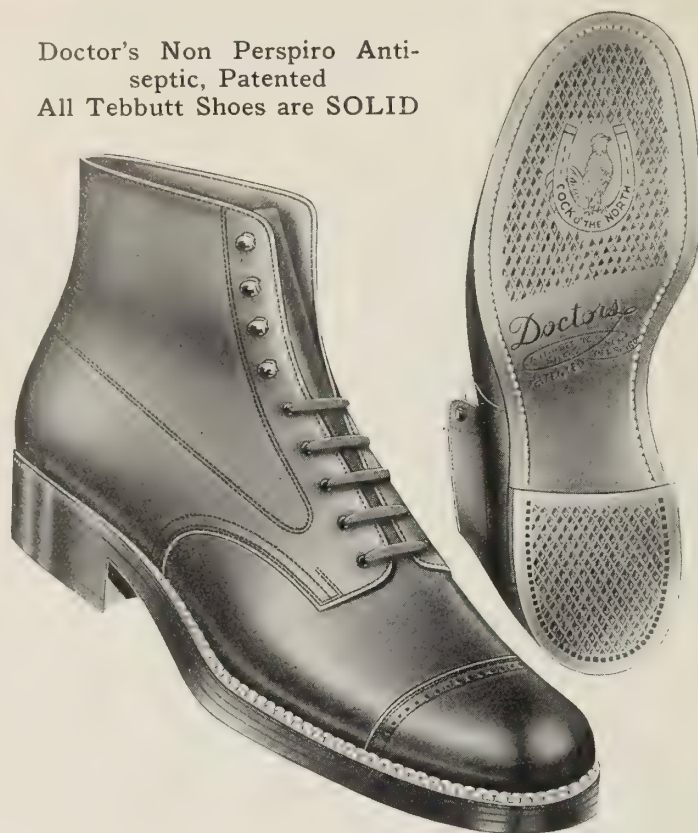
287 Aird Ave., MONTREAL

Demonstrating the Attractive Qualities of Corrective Footwear



H. & C. Blachford, Ltd., Toronto, recently held a demonstration of Tarsal-Ease Shoes, with the assistance of an attractive living model. Striking and beautiful window displays were used and the interior of the store was tastefully rearranged to lend an air of novelty to the event. Above are two interesting illustrations. Read the descriptive article on page 33

Doctor's Non Perspiro Anti-
septic, Patented
All Tebbutt Shoes are SOLID



WE pause again in the midst of our activities to send you and yours our most sincere greetings for Christmas and the New Year.

The number of our friends grows with each succeeding year as the solid worth of Tebbutt Shoes becomes more and more appreciated throughout the country.

Tebbutt Shoe & Leather Company Ltd.

Three Rivers, Quebec

Representative—Gordon S. Weaver, Room 504, 28 Wellington St., W., Toronto

Joint Style Committee Report

For the Months of January, February and March—This Report is Intended as a General Guide for the Retail Shoeman which Should be Interpreted in Terms of the Particular Needs of His Own Community

Notice that the Shoes are Classified, not According to Types, but According to the Occasions for Which they are Intended

The Styles Committee of The National Shoe Retailers' Association and the National Boot and Shoe Manufacturers' Association, in joint conference with the Styles Committees of the Tanners' Council of America, and the National Shoe Travelers' Association have arranged this program for the guidance of retailers indicating what merchants should provide for selling during January, February, March and Easter, 1924, and indicating the proper shoe for the occasion.

High novelty colors in solid effects and lizard, alligator and similar novelty effect trimmings should be selected in keeping with prospective individual demand.

Color tendencies in the order of their importance as designated by official color card are as follows:

Racquet	Tanbark
Bombay	Mandalay
Airedale	Jack Rabbit

Shades will lighten as season progresses.

Suede leathers in combination with grain finished calf and kid and patent in the order of their importance are as follows:

Airedale	Black
Racquet	Mandalay
Tanbark	Jack Rabbit
Bombay	Otter

Women's Styles

Shoes for Informal Afternoon to be Worn with Dressy Street Clothes

PATTERNS:

1. Straps will predominate.
2. Goring effects and Colonials.
3. Novelty oxfords.

HEELS: 10/8 to 14/8.

LASTS: Medium toes will continue.

MATERIALS:

1. Patent.
2. Satin.
3. Black calf and kid.
4. Black and colored suede and combinations.

Morning Wear and General Utility with Simple Cloth Dresses, Tailored Effects and Suits

PATTERNS:

	Jan.	Feb.	March
Straps	25%	50%	75%
Oxfords	75%	50%	25%

LASTS: Medium prevailing toes will continue.

HEELS: Military 10/8 to 14/8.

MATERIALS: Black, tan and brown leathers.

Shoes for Formal Afternoon Teas and Other Social Affairs to be Worn With the Most Dressy Daytime Costumes Whether of Silk or Wool

PATTERNS:

1. Straps and openwork effects will predominate.

2. Goring effects and Colonials.

3. Open work oxfords.

LASTS: Medium with tendency toward slightly narrower than the oval type prevailing.

HEELS: Boxwood 10/8 to 14/8. Full LXV and Spanish 13/8 to 16/8.

MATERIALS:

1. Black satin.
2. Patent.
3. Colored suede and colored kid and combinations.
4. Black suede and combinations.

Evening Slippers to be Worn With Dinner Dresses and Formal Evening Gowns

PATTERNS: Straps will predominate with a liberal proportion of openwork effects. Tongues or similar effects to provide for ornaments.

LASTS: Medium toes.

HEELS: 13/8 to 17/8.

MATERIALS:

1. Silver and gold brocades, plain or trimmed with silver and gold kid.
2. Satin plain and silk brocades.

Sport Shoes for Walking, Country Club and Athletic Wear

(A Type of Construction in Heavier Leathers Broguish effects with Leather, Crepe or Rubber Soles)

PATTERNS: Fancy trimmed oxfords and straps. Brogue punched effects.

LASTS: Medium round toes.

HEELS: 8/8 to 10/8.

MATERIALS:

1. Tan calf.
2. Elk and similar leathers.
3. Colored buck and suedes and combinations.
4. Black calf.
5. White leathers or fabrics as geographical locations demand, also for Palm Beach and tropical clientele.

Men's Styles

For General Wear

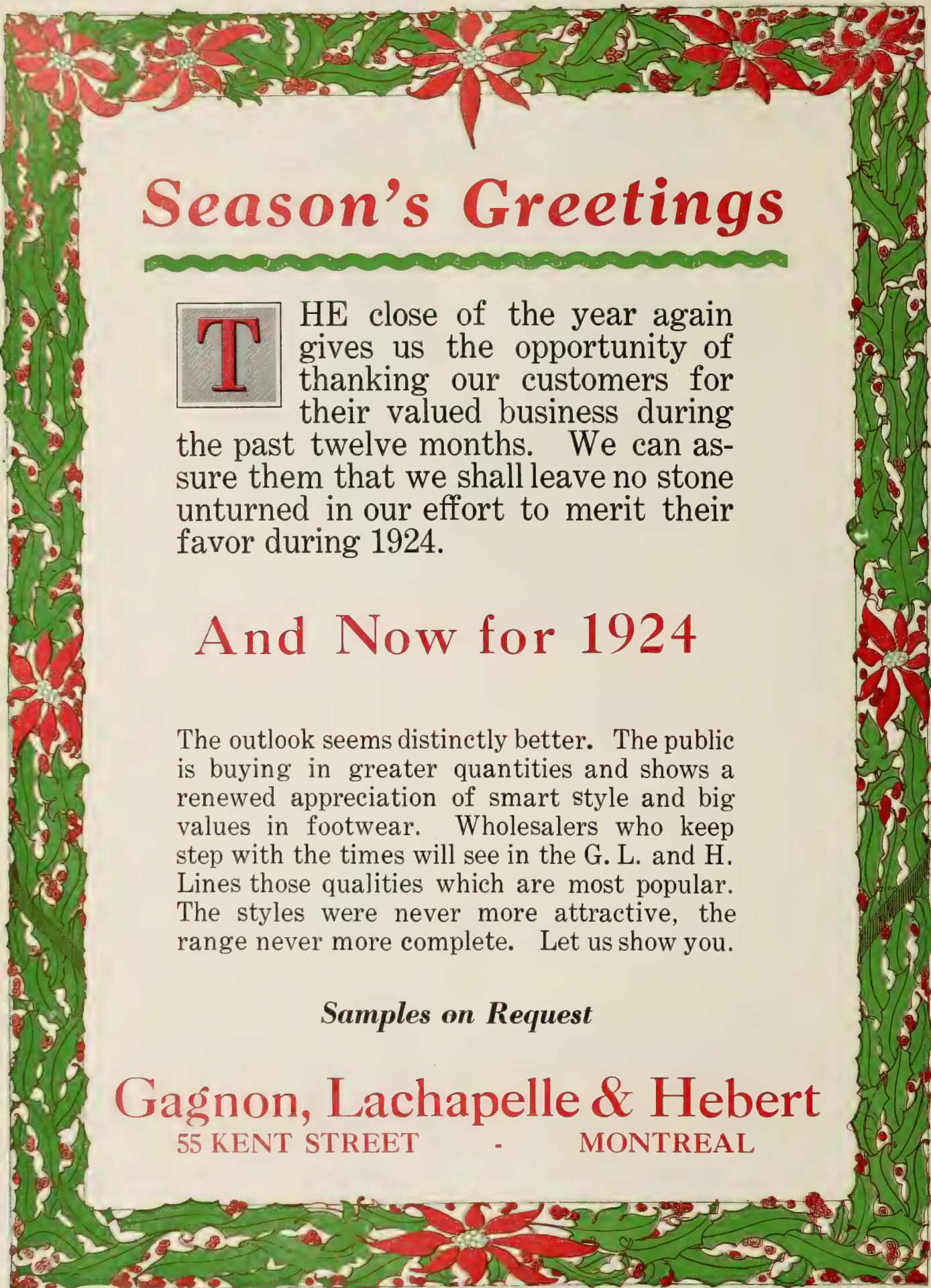
TYPES: Smart shoes divided into 65 per cent oxfords and 35 per cent high shoes, while staple types will be 75 per cent high shoes, 25 per cent low shoes. The average will be 50 per cent high and 50 per cent low shoes.

LASTS: Brogues, semi-brogues, custom and square effects.

HEELS: Eighty-three per cent rubber heels—eight-eighths broad, square heels, 90 per cent.

COLORS: Hazel and lighter shades, with some cherry reds. Increasing demand for lighter shades. Black growing in popularity.

LEATHERS: Heavy weight leathers and boarded



Season's Greetings

THE close of the year again gives us the opportunity of thanking our customers for their valued business during the past twelve months. We can assure them that we shall leave no stone unturned in our effort to merit their favor during 1924.

And Now for 1924

The outlook seems distinctly better. The public is buying in greater quantities and shows a renewed appreciation of smart style and big values in footwear. Wholesalers who keep step with the times will see in the G. L. and H. Lines those qualities which are most popular. The styles were never more attractive, the range never more complete. Let us show you.

Samples on Request

Gagnon, Lachapelle & Hebert
55 KENT STREET - MONTREAL

effects, with an increasing demand for smooth calfskins brightly finished in medium weights.

For Informal Dress Wear

TYPES: Lightweight high shoes and oxfords.

LASTS: Custom or medium square toe.

HEELS: Shapely 8/8 heels.

LEATHERS: Light weight black calf and patent.

The discriminating dresser will not wear a tan shoe after six o'clock in the evening.

For Formal Dress Wear

TYPES: High and low patents, light weight welts or turns, plain and cap toes.

Misses and Children—Boots.

LEATHERS:

Growing Girls—Tan calf and grain leathers; patent; suede leathers with trimmings to match or contrast; black calf.

Misses and Children—Tan calf and lightly boarded leathers; brown and smoked elk.

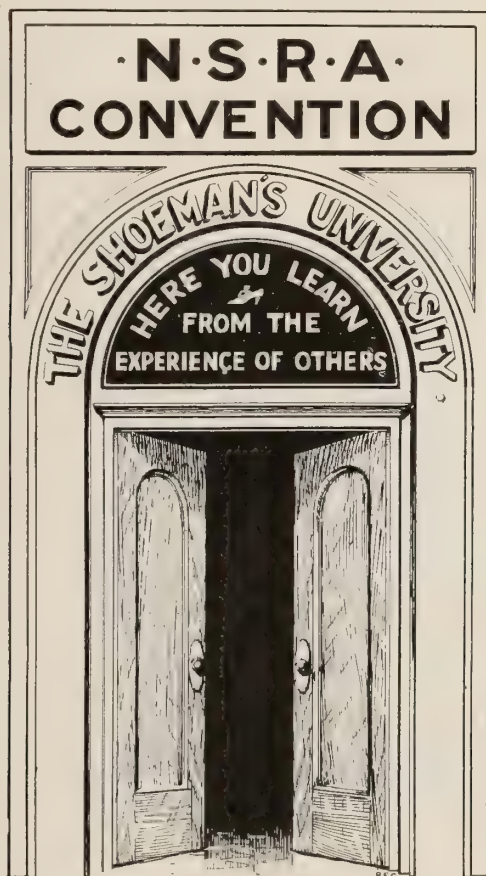
Play Shoes

PATTERNS: Regular height, lace or blucher cut,

LEATHERS: Tan calf; brown and smoked elk leathers.

For Dress Occasions

PATTERNS: Strap pumps. Oxfords.



Says an Old Timer:—

Most of us have studied at the University of Hard Knocks and paid heavy dues to old Professor Experience. But the cheapest school where any shoeman can improve his commercial education is the annual convention of his trade. I'm old enough now to be a "Doctor of the Science of Shoe Retailing" myself, but I still go back to school every year and I always learn something.

LASTS: Custom and medium round.

HEELS: Shapely low heels.

MATERIAL: Patent.

For General Sport Wear

TYPES: Low shoes.

LASTS: Brogues and sport lasts.

HEELS: Spring and broad, square.

SOLES: Leather, crepe and rubber.

COLORS: Tan, brown, gray, white and combinations.

LEATHERS: Boarded and smooth calfskins, elks, and bucks. (Sport shoes are a local problem.)

Juvenile Styles

For School Wear

PATTERNS:

Growing Girls—Straps and oxfords.

LEATHERS:

Boots—Patent with dull and white top; patent with gray, beige or other suede or cloth top; tan with suede top to match or contrast.

Oxfords and Straps—Patent; patent and suede combinations. In misses' and children's shoes there is a strong tendency in favor of low effects over a greater period of the year.

Growing Girls—Growing girls' shoes will follow the trend of the women's styles recommended both as to patterns, leathers and materials. Lasts will be medium round toes, heels leather or covered from 7/8 to 10/8.

Boys' and Youths'—Boys and youths' shoes follow the trend of men's styles, with more emphasis on smarter shoes for boys in all grades.

5th ANNUAL CONVENTION of the National Shoe Retailers' Association of Canada

Meeting in Joint Convention with the Manufacturers',
Wholesalers' and Travellers' Associations at the
Windsor Hotel, Montreal, January 21 - 23.

"OF CANADIAN SHOEMEN—BY CANADIAN SHOEMEN—FOR CANADIAN SHOEMEN"

Jan.

21

22

23

THE coming convention at Montreal presents an opportunity for sizing up the situation which no thinking shoeman will neglect. Representative members of the trade will be there from all parts of the country. They are coming to exchange ideas and opinions, so that they may get a broader viewpoint of the conditions in the industry and a better understanding of the trend of events. If you will attend you will benefit in this way yourself and you can help to benefit others.

This trip to Montreal will also be very helpful to you in the solution of your more immediate and pressing problems. Like all of us, you want to get as clear a view as possible of the style situation. The shoe exhibits at Montreal will enable you to do that. All, or nearly all, the leading manufacturers will be represented, and the latest and most reliable information will be available to you.

Come along and replenish your stock of merchandising ideas and get fresh inspiration for tackling the problems that lie ahead in 1924.

And, with it all, have a rattling good time. The executive have thought well to intersperse the more serious features of the programme with a due proportion of gaiety. The Banquet, we can promise you, will be one of the biggest and most enjoyable that has ever been held by any Canadian industry. Premier King has been invited to speak, and splendid talent will provide novel entertainment.

Make up your mind now.

Write!

Write for hotel reservations to S. Roy Weaver, Board of Trade Bldg., Montreal. A 20% reduction below regular rates has been arranged for at the Windsor Hotel.

NATIONAL SHOE RETAILERS' ASSOCIATION OF CANADA

Montreal Retailers Discuss Important Trade Topics

Favor Amalgamation with R. M. A.— Robberies and Fraudulent Failures Receive Consideration

At the instance of C. R. LaSalle, president, Boot and Shoe Section, Montreal Division, Retail Merchants' Association of Canada, an important and successful meeting of Montreal retailers was held on Wednesday, November 28, 1923, at which several important questions were discussed. In a general circular issued over his signature Mr. LaSalle stated:

"It seems to me that all merchants really interested in a line of trade should make it his duty to come to meetings which are not too frequent. They are of special interest to any one who has a desire to better the shoe business in general and to bring forth the different grievances confronting us. I can assure you that the task is difficult enough for our officers and that the merchants should at least support them by their presence at our very few meetings which take



C. R. LaSalle, president, Boot & Shoe Section, Montreal Division
Retail Merchants' Assn.

place during the year. Our next meeting will be of great importance as we will consider the joining together of two great Associations, the National Shoe Retailers' Association of Canada and the Retail Merchants' Association of Canada, Inc."

Increase in Fees Decided On

Among the matters dealt with at the meeting above mentioned was the question of the desirability of increasing the membership fee from \$10 to \$13 a year. It was unanimously decided by those present (over 40 in number) to put the increase into effect. The increase is to be set aside for the employment of a general secretary for the Boot and Shoe Section of the Retail Merchants' Association. This secretary will deal with the shoe matters exclusively.

It was unanimously decided at this meeting that the local Shoe Section join the Retail Merchants' Association, and an interview with the president of the Montreal Division has brought out the response that

several other provinces are known to be very much in favor of the move which was adopted by the Montreal Section.

Other matters dealt with at this meeting were the number of increasing robberies which had been committed of late and the proper means to take to safeguard the lives of people and to protect their stocks.

Consideration was also given to the means to be taken to abolish the illegitimate business arising out of fraudulent failures. Several suggestions were made and a committee is being appointed to go into this matter further.

The question of sales by manufacturers and wholesalers direct to customers also was given some thought and will be dealt with at a further meeting early in the New Year.

A special Luncheon Committee was appointed to look after arrangements for a luncheon of the retail trade in Montreal early in the next year. The members are O. Barriere, S. Theoret, A. Reeves, Aime de Montigny, H. Turcotte, Geo. G. Gales, Mr. MacLean (Hartt Boot), and the officers of the local Shoe Section of the Retail Merchants' Association of Canada.

The following officers were nominated on the Shoe Section, Montreal Division: President, C. R. LaSalle; 1st vice-president, A. LaSalle; 2nd vice-president, O. Barriere; 3rd vice-president, A. Reeves; secretary, Louis Adelstein; treasurer, J. W. Watson; auditor, T. Dussault.

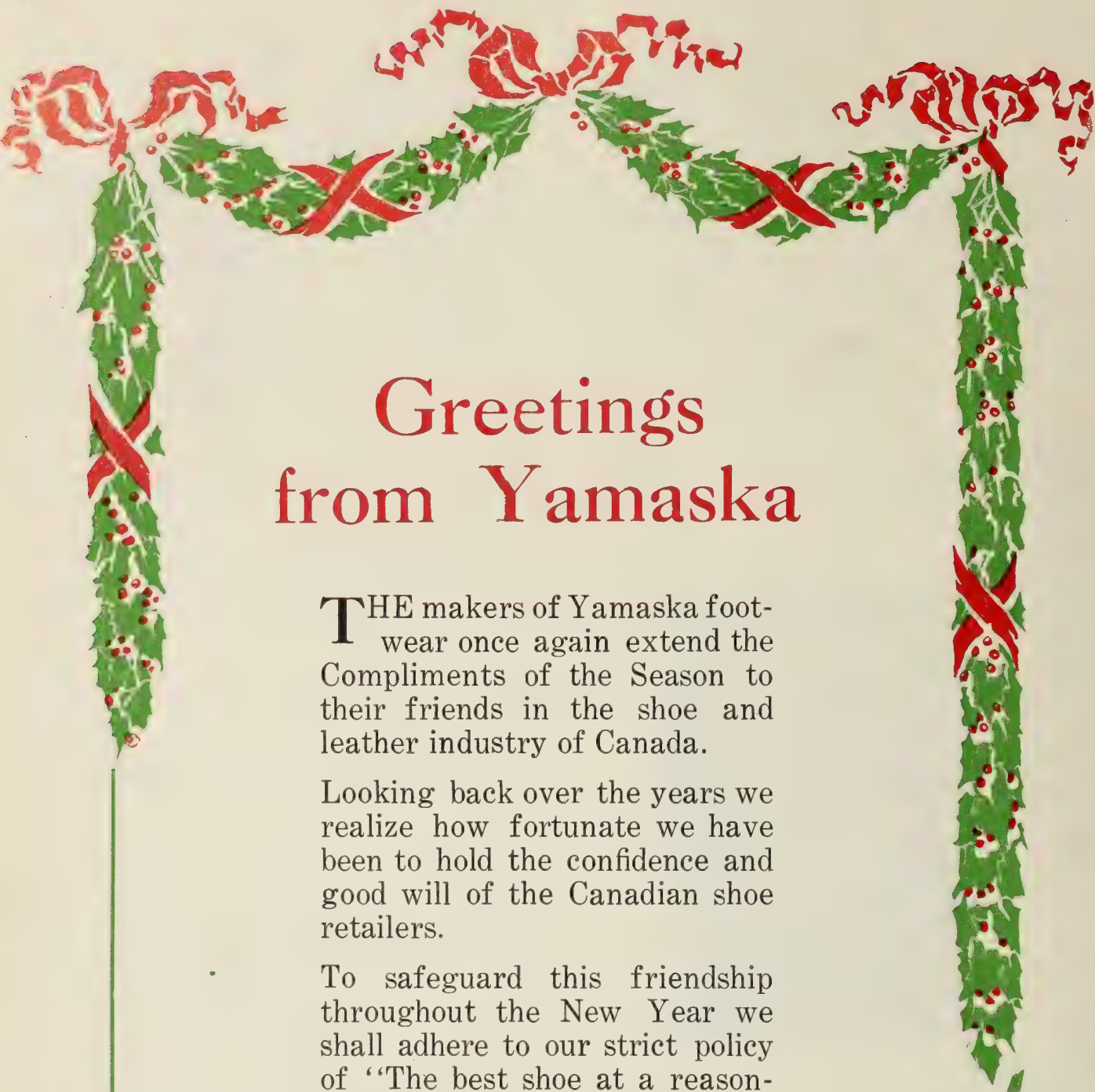
Mr. C. R. LaSalle is very well satisfied with the showing and attendance at his meetings and has stated that he personally will start a membership campaign early in January. He has at heart the welfare of the association and will do his very best to increase the membership while he is occupying the position of chairman of the local Section of shoemen.

One of the many advantages of membership in the Retail Merchants' Association of Canada, Boot and Shoe Section, is the mutual fire insurance feature. Any shoe retailer belonging to the association is entitled to free service on insurance policies as well as being entitled to dividends payable to shoemen insured with the Northwestern Mutual Fire Association, with headquarters at Seattle, Wash., but with a Canadian branch at Hamilton. This Canadian section is operated by the Retail Merchants Underwriters Agency.

It is also understood that a special grant of \$10,000 has been made by the Quebec Provincial Government to the Retail Merchants' Assn. of Canada, Inc., for advertising propaganda to encourage local trade all over Quebec. An appropriate amount will be set aside for the Shoe Section.

New Shoe Concern Launched

Mr. Jos. Lacasse, who was formerly the manager of the Reliable Shoe Co., Ltd., 166 Papineau Ave., Montreal, has formed a company under the style "Jos. Lacasse Shoe Co., Ltd." The new company has bought the machinery, lasts and patterns of the Reliable Shoe Co. and has placed this equipment in premises at 323 Aird Ave. The removal of the equipment to the new plant and its complete installation within three weeks is an achievement in speed and efficiency of which the firm is justly proud. The factory is now in operation, specializing on women's misses' and children's medium McKays. "Quality, Service and Price," is the Lacasse motto.



Greetings from Yamaska

THE makers of Yamaska footwear once again extend the Compliments of the Season to their friends in the shoe and leather industry of Canada.

Looking back over the years we realize how fortunate we have been to hold the confidence and good will of the Canadian shoe retailers.

To safeguard this friendship throughout the New Year we shall adhere to our strict policy of "The best shoe at a reasonable price."

La Compagnie J. A. & M. Cote
St. Hyacinthe, Que.



Let this be your Buyers' Guide for 1924

Preparations for the Convention, Jan. 21-23

The following Committees have now been appointed to look after the various arrangements in connection with the Second Annual Canadian Shoe Trade Convention which will be held at the Windsor Hotel, Montreal, January 21-23, 1923, inclusive:

Programme Advertising and Advance Registration: Manufacturers—D. F. Desmarais, (chairman) Wilfrid Gagnon; retailers—C. R. LaSalle, Louis Adelstein; wholesalers—H. V. Shaw, W. Girouard; travellers—(Mr. Lessard is to name 2 representatives).

Luncheon Committee: Manufacturers—W. T. Martin; retailers—A. Daoust; wholesalers—George Robinson; travellers—(not named yet).

Banquet Committee: Manufacturers — Joseph Daoust; retailers—Aime de Montigny; wholesalers—Alfred Lambert; travellers—One representative.

Reception Committee: Manufacturers—N. Macfarlane; retailers—S. E. Wygant; wholesalers—Nathan Cummings; travellers—P. A. Doig.

The Joint Convention Executive and Finance Committee will meet early this month to allocate sample rooms to the various applicants that already have sent in their requests. These will be dealt with in the same order as received and those firms wishing to secure accommodation should not delay to send in their requirements at an early date. Applications for sample room space already have reached the total of

50, and the committee is looking forward to receiving several other demands.

The Joint Committee has decided not to apply for special railway rates this year in view of the fact that several delegates travel on the commercial rate, but the railways have been supplied with lists of prospective delegates and are now canvassing at various points to ascertain the intended number that intend coming to Montreal for the convention and the railways have promised their utmost co-operation in dealing with the delegates by grouping them in parties of 10 or more from any one point so that they may be entitled to the special rate of 1½ fare. This rate applies on parties of 10 or more travelling on the going date from the same point on the same train, but all delegates are free to return together or individually within 10 days from the date of the issuance of the passage tickets.

It is not too late for the trade to make reservations for bedroom or sample room space, and applications should be sent in at earliest convenience to 204, Board of Trade Building, Montreal.

It has been decided by the Programme Advertising Committee to issue a Souvenir Programme of the convention. Size of programme will be approximately 5" by 7" or 8". It will be a decidedly attractive booklet, which retailers and others will be glad to keep and refer to as a souvenir of the Convention.

A Successful Campaign With Blotters

By JOHN T. BARTLETT

This general plan, used by a dealer who happens to be located near a street car transfer point, can readily be modified to fit most businesses. The dealer had observed that he had a growing volume of business from people who visited him and purchased while waiting over for a car. The waiting periods ranged all the way from two minutes to an hour or so. This ability to buy to and from work was something which he believed could be capitalized. So he had advertising blotters printed.

He used blotters, because he figured that blotters would be preserved until used. He had noted, as many readers have, that the blotter epidemic of a few years ago has subsided. Free blotters aren't promiscuously distributed. Many business houses don't receive half the number of free blotters they could use.

On the blotter, this dealer called attention to the convenience of his store for street car patrons

who were transferring. He mentioned that his clerks were adepts in rapid-fire service. He cited the fact that the customer could order over the telephone, and the husband could stop in and get the article on the way from work—it would be ready for him.

Much of the secret of advertising success is in putting advertising material where it will have a chance to get results. This dealer employed an old man (because more reliable than boys to distribute the blotters along the car lines which passed his store. The old gentleman began the distribution as soon as he had reached the residential districts, covering two blocks on either side of the car line.

The plan worked well.

On the same principle, a country store could advertise with concentration along those highways which passed it, playing up convenience on the blotter. Still other adaptations are possible.

Manufacturers Repudiate Methods Employed in Recent Shoe Contest

A Statement to the Trade

The Shoe Manufacturers' Association of Canada wishes to make it plain to the trade that it was not responsible in any way for the recent "contest" which was held in Toronto under the auspices of a United States shoe trade publication. Previous to the "contest," the Executive Committee of the Association definitely placed itself on record as opposed to encouraging campaigns, involving solicitation of advertising, by foreign (including United States) publications and as recommending that members of the Association withhold their support from such campaigns.

Investigation has revealed that by misrepresentation the agent of the United States trade publication induced a number of Canadian Manufacturers to enter the "contest" on the condition that, if they were "winners," they would buy a certain amount of advertising in such publication. The Association has seen, and can produce a letter signed by the man who directed the "contest" and addressed to an associate in

Boston, in which he stated that "all are going to win," in order that the advertising contracts would be made effective.

The manufacturing firms which entered the "contest" did so in good faith, expecting that their products would be judged on a merit basis. The judges also are honorable men. They have repudiated the methods employed in the "contest" and have not been a party in any way to the misrepresentation. It is difficult to believe that even the principal proprietors of the trade publication concerned were cognizant of the discreditable manner in which the project was handled.

This statement is issued only after careful investigation and consultation with the judges and in the hope that publicity may prevent repetition of the highly improper methods used in this case, in the name of a foreign publication which heretofore has been held in high esteem in Canada, to obtain advertising from Canadian shoe manufacturers.

The Shoe Manufacturers' Association of Canada.



Bastien Bros.

Indian Lorette, P.Q.

Indian-made
MOCCASINS

The Season's Greetings

We take this opportunity of extending to every member of the trade the Compliments of the Season and all good wishes for the New Year.

We also desire to thank our many customers for their valued patronage and to hope we may again be at their service during 1924.

Footwear Accessories

Hosiery ~ Findings ~ Store Equipment

Importance of Proper Fit in Hosiery

Ill-fitting Stockings May Cause as Much Trouble as Ill-fitting Shoes

The importance of correctly fitted hosiery has been brought home to shoemen through sad experience. For the foot ills that have been caused by wearing stockings that are too short have all too often been attributed to the shoes, with the result that the man who sold them gets a "black eye." The shoe merchant therefore who handles hosiery has to be equally careful about selling the customer the right size as in the case of shoes, although the blame, when a customer buys a wrong size, is not generally thrown back upon him in the same way.

More often than not the customer forgets the size of hosiery he, or she, wears, and it is on the basis of the shoe size that the selection of the stocking has to be made.

We are printing herewith a chart which shows the corresponding sizes of shoes and hose, which any salesman handling hosiery will find it to his advantage to have.

The number of inches from the toe to the heel decides the size in hose and half-hose. For example, size 9 should measure nine inches, and so on. Twenty-seven inches is usually the minimum length for women's plain stockings, whereas ribbed hose should measure 30 inches.

Corresponding Sizes of Shoes and Hose			
Women		Men	
Shoe Size	Hose Size	Shoe Size	Hose Size
2 to 3	8	5½ or 6	9½
3½ or 4	8½	6½ or 7	10
4½ or 5	9	7½ or 8	10½
5½ or 6	9½	8½ or 9	11
6½ or 7	10	9½ or 10	11½
7½ or 8	10½		
Children			
Age	Shoe Size	Hose Size	
3 to 6 months	1½	4	
1 year	2	4½	
1½ years	2½ to 3½	5	
2 years	4 to 5½	5½	
3 to 4 years	6 to 7½	6	
5 to 6 years	8 to 9½	6½	
7 years	10 to 11½	7	
8 to 9 years	12 to 13½	7½	
10 to 11 years	1 to 2	8	
12 to 13 years	2½ to 3½	8½	
14 years	4 and 4½	9	
	5 and 5½	9½	
	6 and 6½	10	
	7 and 7½	10½	
	8 to 9	11	

age to keep before him, at least until he has become thoroughly familiarized with it. This will be particularly helpful for reference purposes just after a hosiery department has been established.

It is well for the shoeman to impress upon the

customer the importance of wearing the proper size of hosiery, and the troubles which develop as a result of failure to do so. It may be pointed out that not only does this cause present discomfort, but it also tends to produce contracted tendons, hammer toes and bunions. Particularly is this true in the case of children, whose growing feet are crowded into stockings that are too small, forcing their little toes out of the normal position. On the other hand, of course, where a stocking is too large, it is liable to wrinkle and take up too much space in the shoe, causing painful callouses and blisters, which are very effective joy-killers.

Affects Wearing Qualities

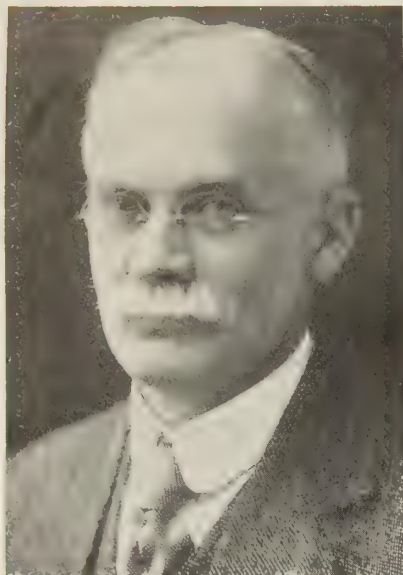
The wearing qualities of the hosiery, also, are quite appreciably affected by the fit. A stocking that is too small will wear out much more quickly than one which is properly fitted. Especially in selling silk hosiery should the salesman assure himself that the size is large enough, as the extra half inch may make all the difference between a satisfied and a disgusted customer. If the stocking is a little short, the probability is that a hole will be poked in the toe or heel after the first few wearings. The strain on the larger size will be very much less than on the smaller and it will therefore give proportionately greater wear. Remember that silk stockings are made to fit the foot and leg and should not be so tight that they must be stretched to fit.

In selling hosiery, the shoe salesman has quite an advantage over the salesman in the department store or dry goods house, inasmuch as, after fitting a customer with a pair of shoes, he will know exactly what size of hosiery to give her and does not have to depend upon her memory or perhaps her own mistaken idea of the size of shoe she wears. In this way, he is more certain to give her comfort and wearing satisfaction in the stockings he sells her.

A "Fly-by-Night Hosiery Sale"

What was called a "Fly-by-Night" sale of hosiery was recently carried out by a Birmingham store. In staging the event, they used a flock of carrier pigeons, which were despatched daily from the store to the mills with orders.

To begin with, an advertisement announcing the sale was advertised in the papers. A window was decorated with the hosiery and with the carrier pigeons that were used to carry the orders to the factory. The window had a rainbow decoration of the hose in all the colors of the spectrum as the background of the window. Leafy bows and gilded poles in the foreground furnished places for the pigeons to roost on. The indirect lighting, filtering through



Mr. T. Sisman



Mr. W. J. Sisman

THE year just drawing to a close has given us much to thank our customers for and we greatly appreciate their many favors and kind co-operation. During 1924 it will be our aim to give them even better merchandise, better service and better value wherever possible

We wish you all a Merry Christmas and every success in the New Year.

The T. Sisman Shoe Company Ltd.

Aurora

— Ontario

the leaves, softened and blended the colorings in the hosiery, producing a most attractive effect.

The advertisement announced that the carrier pigeons bearing the orders that had been received for hose during the day would leave the top of the store building at five o'clock every afternoon. Promptly at five a crowd of people gathered on the other side of the street to watch the start of the flight to the mills.

The orders were filled by the factory as soon as the pigeons arrived, in the morning of the next day, and were shipped on an early train reaching Birmingham by 5 o'clock the following afternoon. They were then delivered to the customer, or she might call for them of she chose.

Light Wools Find Favor With New York Trade

"In hosiery sections, silks in the new fall colorings continue to hold their prestige, and light wools and silk-and-wools are coming into increasingly free play," says "Underwear and Hosiery Review," referring to the trend of hosiery demand in New York. "The experience of retail buyers thus far this season indicates a very successful career for wools, for this type of hosiery opened early and during the last few weeks has shown a remarkable gain.

Shorter Skirts Boost Light Wools

"Although flat wools will undoubtedly predominate in women's goods, it is probable, judging by present indications, that ribbed goods will have a satis-

factory sale for sport purposes. Much of the popularity that wools are achieving in the early fall months is attributed by buyers to the fact that shorter skirts—the correct length is now eight inches from the ground—have come into vogue. Women are therefore showing an inclination to favor light wools, both for warmth and for the effectiveness of the fancy patterns which are numerous in fall merchandise of this order. The lighter weight goods, in all classes of wools, are emphatically predominating. Sport lises are commencing to sell freely, and are looked to for a generous share of activity as the season advances. Lisle and silk mixtures, both in the higher priced and medium priced goods, are finding a response from a considerable class of women who desire sport hose but who do not care to wear wools.

"Chiffon are still an important factor in the majority of retail hosiery sections. Buyers are now generally agreed that the lighter shades will undoubtedly hold their own through the winter.

Fifty-fifty on Matching and Contrast

"Almost equal quantities of hosiery are selling for contrast with or for matching fall shoe shades. Buyers report that wools are in many cases being purchased for contrast with shoes, and the light colorings in this class of goods are fully as active as in the silks. Thus the popularity of hosiery shades for contrast seems to be firmly established for the rest of the season, and, unless the unexpected happens—as it often does where the element of style is concerned—nudes, beiges and allied shades securely entrenched for some months."



THE SEASON'S GREETINGS
*and sincere thanks to our many
 friends in the trade for their
 kind patronage during the past
 year.*



NON-RIP
 (Reg'd)

Humberstone Shoe Co., Ltd.
 HUMBERSTONE — ONTARIO

You Can Create Consumer Demand at a Reasonable Cost

If You Use an Illustrated Tabloid Newspaper that is Eagerly Read

Advertising

10 cents a line
\$100.00 a page on
contract only.

Circulation

guaranteed to be
well in excess of
20,000 per week.

Photographs

can be reproduced
most successfully.



Distribution

Toronto and sub-
urbs, also nearby
cities.

To advertisers interested in half-tone engraving and fine printing the above cut of Mme. Pavlowa is of special interest. Made and used in our issue of Nov. 24th., it is again used in this advertisement and herein faithfully represents the beautiful results we can obtain for our advertisers.

Buy on a Rising Market

Our Circulation is Jumping Every Issue

Early in November Toronto was startled by the advent of a new weekly newspaper. Tabloid in size (type 10¼ x 14 inches) and fully illustrated on a high grade of paper, this publication has jumped into almost instant favor.

Advertisers who have taken advantage of our pages have reaped a huge harvest of returns. Our rates are guaranteed until January 1st. but no longer as already our circulation warrants a higher rate.

Our representative will be pleased to call and explain our proposition fully.

ILLUSTRATED

NEWS MIRROR



The World as in a Looking Glass Reflected



Published Once a Week at 320 Bay Street, Toronto

AMONG THE TRAVELLING MEN

Shoes and Horses are "Jim" Heffering's Chief Interests in Life

There are few shoemen in Canada that don't know Jim Heffering, or know of him. "Jim" has had some twenty-five years experience in the shoe game, the greater part of which period has been spent with the Tetrault Shoe Mfg. Co. He started out with the old firm of F. J. Weston & Sons, Toronto, as a boy, and learned the trade in the factory in the daytime, while still attending night school. He spent six years in various positions in the factory and office, and then was initiated into the Noble Order of the Knights of the Grip, going out into the Eastern Ontario territory to sell shoes. He had only made two trips for the Weston firm when another position which appealed to him as having greater possibilities was offered him by the Victoria Shoe Co. He joined the staff of that company, and made just one trip with their line, to the Maritime Provinces. On his return the real opportunity of his career in the shoe business knocked at his door—an opening with the Tetrault Shoe Co. on new ground. The company wanted a live young salesman to put Tetrault shoes on the map of North-



Jas. Heffering

ern Ontario, and Jim Heffering was the man selected. He first travelled in the territory north of Toronto for them, and later covered other routes, from Toronto, Cornwall and up through the Port Arthur and Fort William district. In those days Tetrault was going to the retail trade, large and small. Of late years, since they have been dealing only with the big accounts, the entire Ontario territory has been in Mr. Heffering's charge, and his success in handling it is so well known as to require no comment.

It is no secret that "Shoes" are not Jim's sole interest in life, but it may be news to some of his customers to know that he has got a 200-acre farm on the Kingston Road, near Toronto, which is a model of its

kind. On that farm he has about twenty-five head of thoroughbred race horses, most of which have been imported from France, England and the States and can boast of pedigrees that include some of the most famous racing strains in the world. Mr. Heffering not only enters his thoroughbreds in the Canadian racing events, but in the past ten years has been sending them to Havana, New Orleans and elsewhere in the States. At the present time he has ten or twelve horses wintering that will race next spring. He also breeds the thoroughbreds, having seven or eight brood mares.

In addition to his horses, he takes a keen interest in agriculture, and had one hundred acres of his farm under cultivation this season, taking off a large and varied crop. And his interest isn't merely theoretical either, for it is no unusual thing for Jim to get into a suit of overalls and do a day's work that will stand comparison with that of any of the farm hands. He also has prize sows and fowl, which won first honors at the recent Royal Winter Fair in Toronto.

The whole establishment on Kingston Road is one that would be hard to beat in Ontario, including some \$14,000 worth of buildings, and it appears that Jim Heffering ranks almost as high among the agricultural industry as he does in the shoe industry.

Does "Bluff" Sell Merchandise

By an Old-timer

There is often too much bluff in the business of buying and selling, both on the part of the traveller and the retailer. It doesn't sell any more goods for the former, nor does it secure any better quality or cheaper price for the latter. It merely wastes time.



E. C. Girvan, who will act as Maritime representative of the Robert Ralston Co., Hamilton, Ont.

An incident was recently related to "Footwear" by a traveller of long experience, who has a keen appreciation of the value of time and believes in wast-

Yuletide Greetings

----- Shoes have won for us a host of friends this year. It is but fitting at this time that we should acknowledge our appreciation for the response to our efforts and to extend to our friends old and new our Very Best Wishes for Christmas and the New Year.



Ludger Duchaine

593 St. Valier St.

- - - - - Quebec City

ing as little of it as possible in these days when travelling expenses come high. He called on a merchant who began to fence after the ancient custom. He was "over-stocked," "wasn't buying," and wanted "nothing to-day." Having delivered himself of these time-worn prevarications, he turned his back and walked to the rear of the store.

The traveller took him at his word. "Very well, thank you," he said, picking up his samples, "if you're all stocked up and not in a position to buy, I won't take up your time. Good-bye and thank you. I'll see you the next time around."

He had got as far as the door when the old merchant, turning 'round, called out to him, "You are in a hurry."

"Yes," said the salesman, "I surely am. Time is money for a traveller these days. With expenses as high as they are, we have to get the greatest possible amount of business in the shortest possible time. You know, in your own business, how overhead runs away with the profits and sometimes eats into the capital if one isn't right on the jump. And it's the same with the traveller, he has his overhead, and, if he isn't careful, he'll find that instead of making money for himself and his firm he is running behind."

"I have always believed, too," continued the traveller, "in being frank and above board with my customers and not wasting their time, as well as my own, beating about the bush. No doubt you, who are an old and successful business man, appreciate the advantage of that policy."

The merchant adjusted his glasses and looked the traveller over. "You are not like a lot of fellows

who come in here," he said. "You don't stick around and keep on talking up your goods."

"Well," the traveller replied, "I know you well enough to be aware that I can't tell you what you ought to buy. You know what you need better than I do. Therefore I took you at your word and took it for granted you were telling me facts."

This little heart to heart talk had marked results.



You will learn something about riding this pig at the Montreal Convention

The merchant asked to be allowed to look the samples over and gave the traveller an order, with the request that he be sure and call on his next trip as he appreciated doing business with a man who would not waste his time "shooting hot air" and telling him how and what to buy for his trade.

"Ken"

Our Christmas Toast to You

MAY Health and Joy be yours in bumping measure this Yuletide; may the future years add to your Happiness and Prosperity; and may the Products of our Labors continue to deserve your goodwill and patronage.

Hector Shoe Co.

Mfrs. of Turn Footwear
MONTREAL, QUE.

Imported English Welt Footwear

English footwear is famous for its quality the world over. And after examining the high grade welts produced by Padmore & Barnes Ltd., of Northampton, England, it is not difficult to understand why. This footwear, sold under the trade-marked names of "Moccasin's" brand and "Wigwams" brand, was recently introduced by us to the Canadian trade.

If you have not yet seen samples—write us without delay.

E. T. Carter & Co., Ltd.

Sole Representatives for Ontario, Quebec and the
Maritime Provinces.

85 Front St. East, Toronto

CHRISTMAS GREETINGS

It gives us
pleasure to
once again
express our
hearty wishes
to the
trade for a

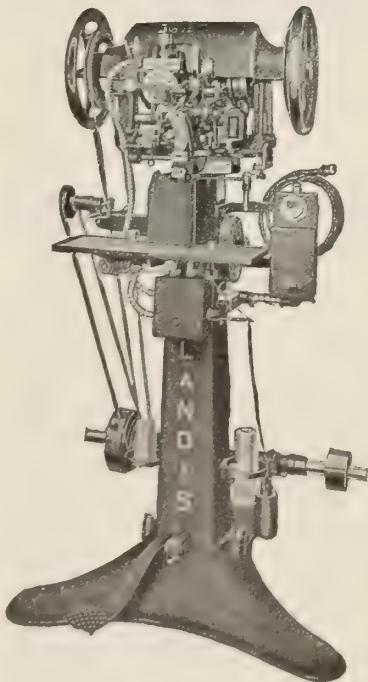
Merry Christmas and Happy New Year

JOS. TANGUAY, REGD.

34 King Street

Quebec

LANDIS NO. 12



Model D

Own Your Own

Landis Stitchers and Finishers for the
Shoe Repair Trade.

Highest Quality.

Prompt Shipments.

Canadian Representative

ROBERT J. VAN STONE

167 John St., South, Hamilton, Ont., Canada

Special inducements to immediate buyers.

Write for particulars.

Landis Machine Co., Second and Gano St. Louis, U.S.A.

Measurements for Custom Shoemaking

Useful Pointers on the Methods Used by Skilled Shoemakers—There is Much That Can be Learned Only by Actual Experience



We have received an enquiry as to the proper method of taking measurements for custom shoemaking. A great deal, of course, cannot be learned except by actual experience, but in the paragraphs which follow we have endeavored to give an outline that will be of practical benefit to those who may be new to this line of work:

The principal measurements of the foot upon which a shoemaker depends in fitting up the last are as follows: Joint, instep, heel and ankle. In the accompanying diagram (Fig. 1), the position of these various measurements is shown, together with some measurements of lesser importance, namely lower instep, toes and leg. It is also customary to make a draft of the foot, with the full weight of the body bearing on it, while the customer stands on a sheet of paper.

One of the diagrams shows, approximately, the position of foot for taking the heel measure. This, it may be pointed out, will vary with the height of heel with which the shoe is to be provided. The heel measurement should be taken with the foot in the same position as it will assume when in the shoe. It will be found that this measure will be from $\frac{1}{8}$ " to $\frac{1}{2}$ " less than when measured with the foot at right angles to the leg.

In making up a boot certain allowances have to be made over or under the actual measurement, for a variety of reasons. Below is shown a table of suggested average allowances. This cannot be used as a standard, but merely as a general guide, for quite important modifications have to be made according to the type of foot and style of shoe:

The allowance suggested in this table assume that the foot is measured when the toes were raised from the ground. If the foot were measured on the ground with the weight of the body upon it, it would actually measure more, and so the allowances would be correspondingly less.

There are other special considerations which the shoemaker must have in mind. He must always take into consideration the type of foot. In the case of a

Boots.	Sizes.	Length	Joint	Instep
Children's	7 to 10	2 sizes longer	$\frac{1}{8}$ " larger	larger
Girls'	11 to 1	2 sizes longer	$\frac{1}{4}$ " larger	$\frac{1}{2}$ " larger
Women's	2 to 8	2½ sizes longer	$\frac{1}{4}$ " less	$\frac{1}{4}$ " less
Boys'	11 to 1	2½ sizes longer	$\frac{1}{4}$ " larger	$\frac{1}{8}$ " larger
Youths'	2 to 5	3 sizes longer	$\frac{1}{4}$ " larger	$\frac{1}{2}$ " larger
Men's	5 to 11	3 sizes longer	$\frac{1}{4}$ " less	$\frac{1}{4}$ " less

Fig. 2—Table showing average allowance from actual measurements of foot

fleshy foot, a shoemaker will make his last a full half inch smaller in the instep girth than the measure of the foot—this because the foot is spready and needs the support. With a boney foot, on the other hand, he will probably allow an eighth of an inch,

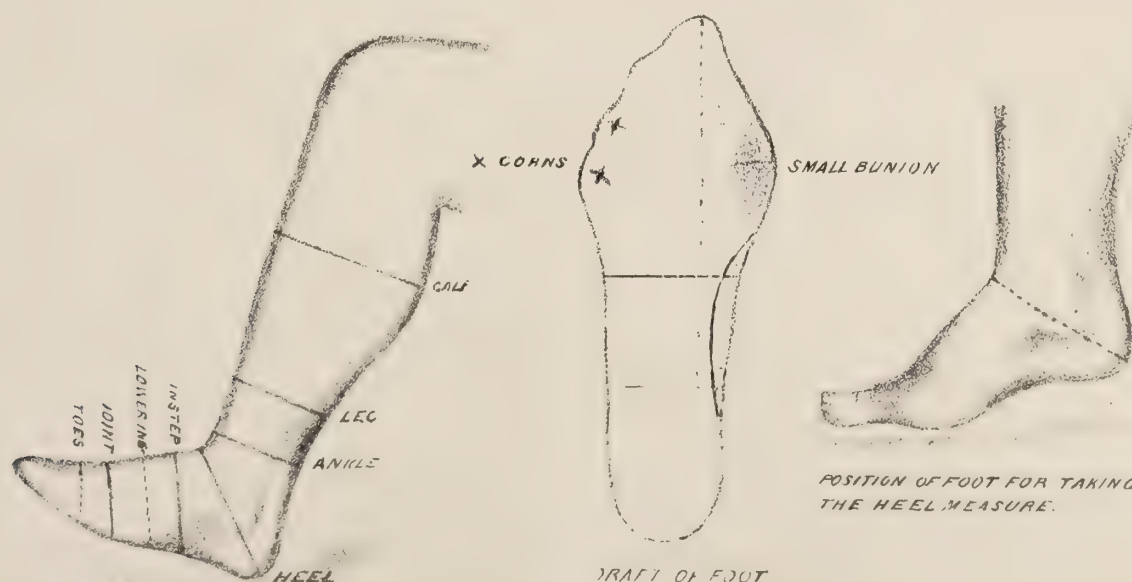
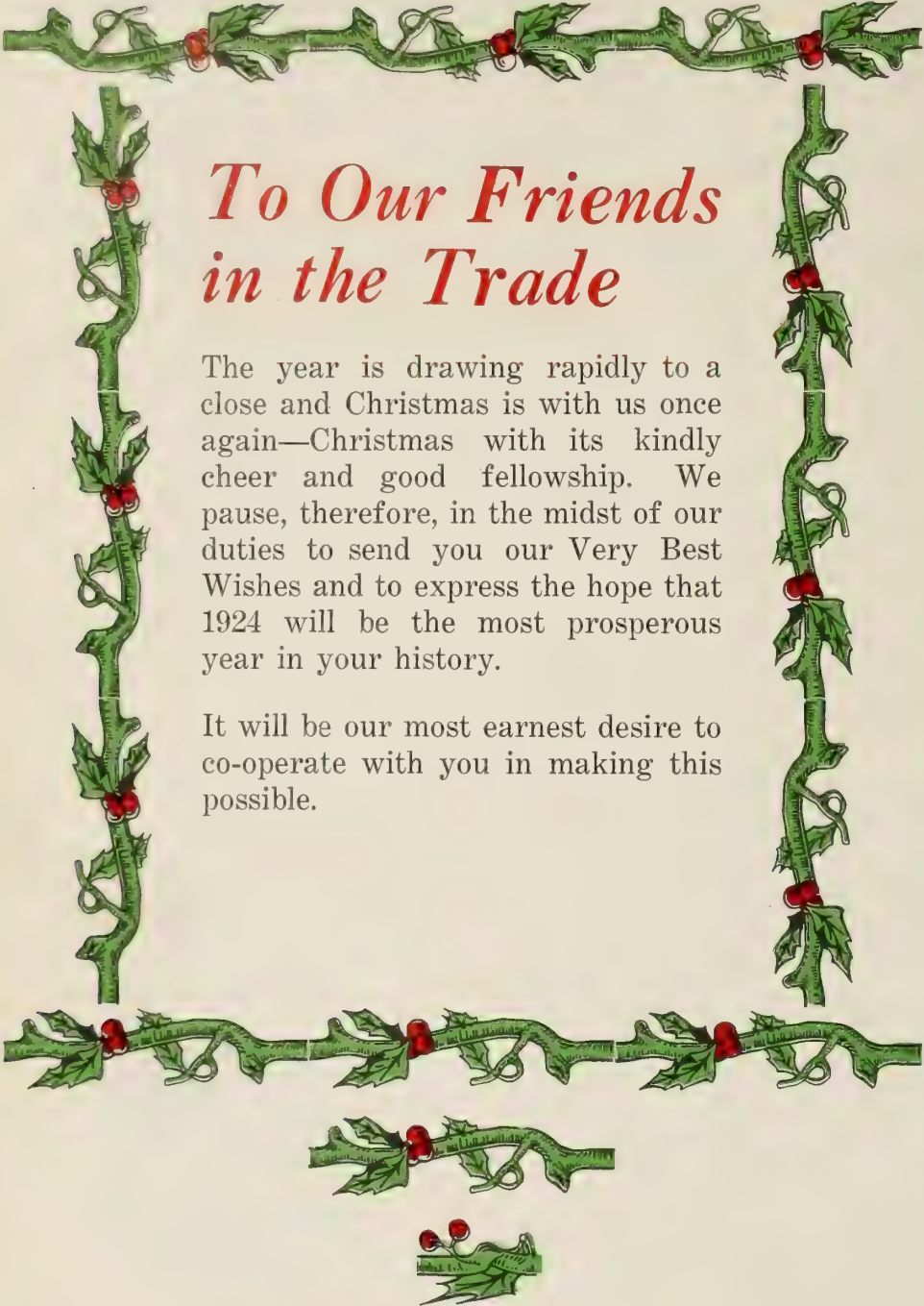


Fig. 1—Approximate position of various measurements for custom shoemaking



To Our Friends in the Trade

The year is drawing rapidly to a close and Christmas is with us once again—Christmas with its kindly cheer and good fellowship. We pause, therefore, in the midst of our duties to send you our Very Best Wishes and to express the hope that 1924 will be the most prosperous year in your history.

It will be our most earnest desire to co-operate with you in making this possible.

Valentine & Martin Ltd.

Waterloo, Ontario

*Manufacturers of High Grade Welt Staples
for Men and and Boys*





Two views of the premises of the Rapid Shoe Repairing Co., Hamilton, of which Mr. Thomas Grayson, prominent repairer and association worker, is the proprietor. These illustrations very effectively refute the argument that a shoe repair shop cannot be neat and inviting to the customer. Mr. Grayson has an establishment of which he has just reason to be proud.

because this type is very sensitive and gives irritation if tightly bound.

The following are some further points which are observed in normal cases:

Shoes for fully developed feet, men's and women's, are made smaller than the foot in girth, when the uppers are cut from soft yielding material, to allow for the stretching of such material in wear.

Children's shoes are made larger than the foot in girth, to allow for growth, unless the material is very light and pliable.

Boys' and girls' boots can be made exactly to measure at joint and instep when the material is light, but for all strong out-door boots the full allowances should be made.

If narrow toes are required an additional half size, at least, must be added to the length.

Longitudinal expansion is greater in long, high-arched, slender feet, than short, low-arched, thick ones.

Lateral expansion is greatest in broad, high-arched feet, and least in low-arched narrow ones.

Below is reproduced a typical list of measurements and comments which represent an efficient method of record:

	Length of foot	Size made	Joint Instep	Ankle	Height	Leg
	(Length of foot in sizes; girth in inches)					
Right Foot	4½	7½	9	9¾	13¼	7 10
Left Foot	4½	7½	9¼	9¾	13½	7 10
Seat	Heel-bone rather prominent					
Waist	Moderately arched					
Toes	Rather square in front					
Bunion						
Corns	One on joint of little toe of each foot (see draft)					
Treading over	Inclined to tread over on the outside. Give last an opposite inclination.					
General remarks	Wanted by					
(We are indebted to Mr. S. Burnett, Toronto, for the information contained above.)						

Questions and Answers Department

These Columns Are at Your Service—Write the Editor About Any Business Problem and He Will Endeavor to Provide You With a Satisfactory Solution

Q. Kindly answer in your Questions and Answers column on the following subject. I am told that there was on the market a simple machine to be operated either by hand or foot power to sew on soles in a channel or otherwise—I have never seen one—if such does exist it would be a Godsend to many a one-man shop where the work is by hand.—A. J., London, Ont.

A. There have been a great many attempts to produce a machine along the lines of your enquiry, for of course, it would be rather an ideal proposition to have a simple inexpensive machine that would do the work of a larger and more expensive one. But this, up to the present, like many other ideals, has not proven entirely practical. There was for instance a machine developed by the company you mention in the latter part of your letter that operated something like an enlarged patching machine and while the construction of the machine was quite up to the usual

standard, it did not satisfactorily do the work for which it was sold by the agents and has since been almost entirely withdrawn. There was another small hand machine, a product of Germany, that became in more general use for a while, although it has since become rather noticeable that a great many of these were eventually discarded in favor of the more practical and entirely dependable power stitchers. The principal weakness of this machine lay in the fact that it had no awl and was entirely dependent on the needle to make the hole and carry the thread as in an ordinary sewing machine. Since of course the thread must be carried in a groove in the needle, it meant that the thread and needle pierced the work together, the needle being withdrawn leaving the thread in an enlarged hole formerly occupied by the thread and the needle. This results in a loose stitch that is not satisfactory for shoe outsole work. As far as we are aware the sale of this machine has been discontinued

Sample Orders Should Be Placed Now

Introduce "Huron Chief" lines to the trade and season after season your orders will increase. Our Jack Buck moccasins are considered the finest on the market and have made the "Huron Chief" trade mark famous.

Order your samples immediately, and avoid all chance of delays and disappointment later.

Write for samples and price lists to

HURON
GLOVE



COMPANY
LIMITED

Our Specialties:

Jack Buck Moccasins

Our famous Huron Chief Brand.

Elk Moccasins, wax sewn.

Horse Hide Moccasins.

Canada's Standard for value.

Indian Slippers.

Deer and Elk Mitts.

Holt, Renfrew & Co. Limited
Quebec, Que.

Introducing

to the trade
(wholesale)

The Jos. Lacasse Shoe Co., Limited

Operating a fully equipped modern plant with thoroughly experienced employees in the manufacturing of a complete line of

Women's, Misses' and Children's McKays

Wholesalers can rely on increased profits
and genuine values in our lines

Permit us to Submit Samples Now

The Jos. Lacasse Shoe Co., Limited
323 Aird Ave. - - - - - Montreal

but, since there are quite a few lying around the country in disuse, we believe a small advertisement in "Footwear" would locate one for any repair man that wished to purchase.

Sparrow Bills?

Q. Where can I buy Cutlan Bills or Sparrow Bills in this country such as are used in some parts for bradded work? Travellers do not seem to know what I want or where I can get them.—J. C. Timmins.

A. If you write some of the larger shoe findings advertisers in this journal and ask for sharp point or silver point square heel nails you will be able to secure your requirements.

Stitching Chrome Soles

Q. I have been sewing a good deal of chrome sole leather on my stitcher and have had a lot of trouble with the needles getting sticky and breaking. Is there any remedy? Chromsole.

A. Drop a few drops of machine oil on the needle guide and needle of your stitcher at every shoe, or better still attach a small scrap of soft felt to the needle so that it will just touch the needle and moisten with oil so that it will gently lubricate the needle. This will overcome your trouble.

Low and High Heel Lasts

Should a last to make a shoe with a low heel be a different shape from that used for one with a high heel? The size and shape is right but the heels do not seem to come right.—Handworker, Quebec.

A. Yes! The spring or dip in the shank portion in the last varies according to the height of heel to be attached. By using one last and attaching heels of widely different heights the forepart of the shoe would be thrown out of shape, the counter would not come true and the sole would not be in contact for its entire treading surface as should be the case.

Skate Grinding Stones

Q. What is the best size grinding stone to use for sharpening skates and how fast should it turn?—L. M. C., Saskatoon.

A. For general purpose skate grinding use a stone of about 4 in. dia. x $\frac{3}{4}$ in. or 1 in. face. A stone of this size of the proper grit will do good work at 3,200 r.p.m. or thereabouts, which can be increased a little on a suitable machine, but should not be attempted on anything of flimsy or doubtful construction.

Silence the Squeak

Q.—What is the best thing to stop shoes squeaking after being repaired?—L. C. H., Prescott.

A.—Squeaking, so called, is caused by two lea-

ther surfaces rubbing together, the resistance of one friction surface against the other as it moves resulting in a noise. An ounce of prevention is worth a ton of cure.

Most commonly this squeak is between the soles—particularly in shoes with a middle sole, although it can occur in other places in all leather shoes. Almost anything that will prevent this friction will overcome this annoyance. Where there is room between substances there is a specially prepared thin tarred felt for this purpose that gives very satisfactory results. We have known strips of felt or wool cloth to answer the same purpose, although not so convenient. Blacklead (graphite) made into a paste and smeared between the soles is effective but messy. Soles cemented together with a heavy coat of rubber cement seldom squeak. There is also a shoe talc or lasting powder put up in convenient form for this purpose that is excellent. It is inexpensive and has the advantage of being cleaner and easier to use than other methods. Just sprinkle between soles.

Leather Shears

Q.—Is there any special kind of scissors made for cutting leather and rubber patching such as used in repair shops. Rubber patches, especially, are hard to cut with a knife?—Shoemaker, Guelph.

A.—There is a heavy style of scissor, or more correctly shears, made with one blade finely notched on the cutting edge to prevent material being cut from slipping, that will do the work you want. These are called leather shears and are very handy around any leather shop or repair establishment. Can be obtained in sizes from five to twelve inches.

Saving Shoe Bristles

Q.—Is there any quick way of taking shoe bristles off used wax threads to save them?—Economist.

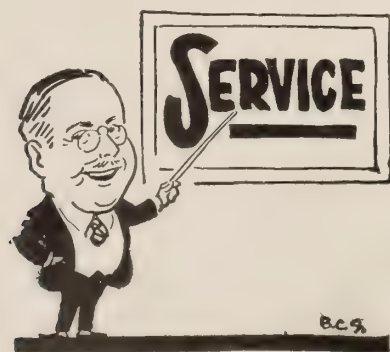
A.—Dip them for a few minutes in gasoline and they will come off easily. Please remember that gasoline gets excited and makes a loud noise if taken too near the shop stove or other open light.

Stick By The Ship

These are difficult times to hold associations together. When business is slow and competition keen, jealousies are apt to arise which tend to break up the membership. But let it not be forgotten that it is just in times such as these that the steadying power of the local organization is especially required. The every-man-for-himself-and-the-devil-take-the-hindmost idea generally results in the devil harvesting a pretty rich crop.

Toronto Association Holds Successful Euchre

On Monday, Nov. 25, the Toronto Shoe Repairers' Association held a very successful euchre drive in the Foresters Hall, College St. There was a large attendance of the repair men of the city and the feminine members of their families, and practically all the local wholesale firms were represented. The evening went off very well, and a number of handsome prizes were awarded. Mr. Smallwood, the secretary of the association, was the fortunate (or skillfull) winner of the first prize for the men. The prizes were donated by officers of the association.



The motto that ensures success



*Sends
Greetings*



OR the many friends we have added to our list this year we are indeed thankful. And to these new friends and to our legion of old ones, we wish to convey our very best wishes for their Peace, Happiness and Prosperity during Christmas and the New Year.

Crescent Shoe Co.

Manufacturers of High Grade McKays and imitation Goodyears for Women, Misses and Youths

864 Laurier Ave., E - - - Montreal

FOOTWEAR FINDINGS

Happenings in the Shoe and Leather Trade

MONTREAL NOTES

Star Shoe Repairing, Montreal, registered by Arthur D. Desilets.

James Marciano, Montreal, has registered the Dominion Shoe Hospital.

D. A. Desilets & Co., Montreal, have registered in the shoe business.

La Maurice Shoe (manufacturers), Montreal, registered by Mrs. J. Wilfrid Gingras.

Vogue Shoe Shop, Montreal, registered.

Diamond & Morin, shoemakers, Montreal, registered.

F. Scopelletti, shoemaker, Montreal, registered.

C. Allione, dealer in men's shoes and furnishings, Montreal, registered.

Instructor Shoe Co., Montreal, has registered.

Point Repair Shop, Montreal, registered by Wm. Edward Parsons.

Jacob Mendelsohn has registered the Vogue Shoe Shop, Montreal.

The Lepage Shoe Co., Montreal, has been registered by Jos Alphonse LePage.

Jos. A. Desautels & Cie, Limitee, shoe manufacturers, Montreal, suffered a severe fire loss which completely destroyed the top floor of their plant. Repairs are now being made and Mr. Desautels hopes to be able to start operations again early in the new year.

The Laurentian Shoe Co. Limited, Montreal, have been granted a special federal charter which will permit this firm to operate as wholesalers, retailers, commission agents, or manufacturers. The partners are: J. G. Riel, F. X. Châtellet, superintendent; S. Riel, clerk; J. A. Desautels, manufacturer; and J. O. Gagnon, accountant.

J. E. Warrington, president of the Shoe Manufacturers' Association of Canada, and a member of the executive of the Canadian Manufacturers' Association, addressed this latter association at a meeting in Toronto during the week of November 26.

S. Roy Weaver, manager, of the Shoe Manufacturers' Association of Canada, and the Shoe Wholesalers' Association of Canada, recently was on a business trip to Toronto and Hamilton.

Mr. Dupere, formerly of Dupere & Garant, recently paid a visit to his old customers in Shawinigan, Grand 'Mere, and Three Rivers.

The Small Shoe Co. is now running to its full capacity.

Mr. Pare of the Gosselin Shoe Co. has been visiting the jobbers in Montreal and the trade in general.

The Baby Trot Shoe Reg. is at present running to its capacity making a full line of infants' and children's shoes.

The plant of Armand Bastien, boudoir and slipper manufacturers, Loretteville, is running to its full capacity filling orders for the holiday trade.

Patent leather shoes seems to be the trend of the style in Quebec, large quantities are being manufactured in our local factories. Tanners in that line cannot produce enough to fill the demand.

The Guardian Shoe Co. are now making one hundred cases a week and will certainly increase their capacity to one hundred and fifty cases as soon as their new machines are installed.

Mr. Eck, of Richmond, who has been with the W. A. Marsh Co. the last four months remodeling a large number of their lasts, is now at J. M. Stobo's doing the same work.

Mr. Green, of Robin Bros., last makers of Montreal, recently paid a visit to Quebec manufacturers in the interests of his firm.

Jobbers in Quebec are now placing their orders for their spring seasons which will certainly be one-third more than the quantity placed last year; the travellers are confident for the future.

Ludger Duchaine, boot and shoe manufacturer, took stock recently and reports that the year's business has proved to be very successful and the outlook for the next four months very encouraging. He is now running his factory to capacity.

J. A. Scott and Mrs. Scott recently spent a brief holiday at the Huntsville home of C. O. Shaw, president of the Anglo-Canadian Leather Co., and came back to Quebec reporting a most delightful stay.

WESTERN ONTARIO NEWS

T. J. Glover has succeeded P. S. Pemple, shoe dealer, Fairbank, Ont.

R. H. Flook, shoe dealer, Oshawa, Ont., has discontinued business.

Loss totalling \$25,000 resulted from a fire which broke out in the basement of Shier's shoe store, 626 Queen St. E., Sault Ste. Marie.

A men's furnishings and shoe store has been opened in Windsor, Ont., by Paul Gilbert, in the Prince Edward Hotel, Bldg., corner of Ouellette Ave. and Park St.

A \$40,000 bond issue of the Norfolk Shoe Co., Tillsonburg, Ont., is reported to have been disposed of in less than five days to local citizens.

M. Zet has taken over the men's furnishings and shoe business formerly operated by Levys and Levys at 88 St. Paul St., St. Catharines, Ont.

Philip Pocock of The London Shoe Co. Limited, London, Ont., has again been re-elected on the Utilities Commission.

QUÉBEC CITY CORRESPONDENCE

The Cantin Shoe Co., Ltd., which was formerly known as the Eastern Shoe Co., Ltd., is operating under the same management as heretofore, making a line of women's fine McKays. The company reports capacity business at the present time.

C. F. Wood, of the Cotton Threads Co., Ltd., of Montreal, sales manager for the Eastern territory was in Quebec last week and visited the shoe manufacturers in company with Mr. Dupere, the company's agent.

J. C. A. Leveille, shoe manufacturer, of Portneuf, was in the city on a short visit to buy leathers and findings for his factory needs.

The Quebec Rubber Shoe Co. has bought the property formerly occupied by the Duchaine Shoe Co. on Taschereau Ave. The building is much larger than their old stand, the extra accommodation being very much needed as their business is increasing rapidly having to carry a larger stock of both shoes and rubbers to supply their demands.

Christmas Greetings

In extending to the trade the Compliments of the Season and every good wish for the New Year, permit me also to thank you for your valued business during the past twelve months.

A. W. PUNCHER
92 Ontario St. South
Kitchener, Ont.

Exclusive Selling Agent for

C. Galibert & Son, Montreal, Calfskins; Bonner Leather Co., Montreal, Glazed Kid; Edwards & Edwards, Ltd., Toronto, sheepskins; Provincial Cut Sole Co., Kitchener, Cut Soles; Trent Valley Oak; Lucien Borne, Ltd., Quebec, Side Leather. Wickett & Craig, Ltd., Toronto, Bag Leather and Welting.

SHOE SHANKS

McKay Turns and Welts

All Steel
Leatherboard
Leatherboard & Steel
Leatherboard & Wood

Remember that each Steel is
specially tempered

Write for our Samples and Prices

**The H. W. Steel Shank & Specialty
Company Limited**
Preston Ont.

A glance will tell you all you need to know

Honest value was never more evident than in the "**Peterboro**" Shoe. Quality of material has been combined with careful workmanship to produce a shoe that will give the utmost in long service and foot comfort. The way it will stand up under the hardest kind of wear will make many friends for your store.

B. F. Ackerman, Son & Co., Limited
PETERBORO, ONTARIO

A.L. GAMBA 46 Dean Street,
London W1 & Milan

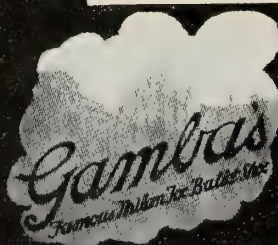
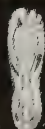


Agent for Canada:—

A. J. Machin
327 King Street East
Hamilton
Ontario

Telephone:
Gerrard 8491

Telegrams:
"Gambashoo,"
Ox. London



FOR OVER 20 YEARS

Gamba's famous Milan Toe Ballet Shoes have
been and are still the best.
The position of Toe Dancing in England today
is Testimony to their Excellence

Frank Fuller, shoe repairer, has purchased the repair business at 12 Queen St., St. Catharines, Ont., from A. Newman.

Mr. S. Warwick, gent's furnishings and retail boots and shoes, of 739 Ferry St., Niagara Falls, Ont., wishes the following to be made known through "Footwear in Canada": That in February, 1922, through sickness, he was compelled to make on extension of time but has since made a wonderful recovery and paid off 75%. His stock is now in splendid shape and he earnestly hopes, in the near future to clear off the balance. Business is good at present, he states.

TORONTO NOTES

The World-Wide Rubber Co. Ltd., Toronto, Incorporated, with authorized capital stock of \$250,000.

A. T. Warner, 3198 Yonge St., has recently opened for business

Pauline Middlemar, Toronto, is reported disposing of shoe business.

Harris Shoe Co., Ltd., Toronto, has obtained a charter.

G. M. Hart has recently purchased the shoe business of A. W. Harris at 1604 Gerrard St., E., Toronto, and has got himself well established in this fine store.

H. Berman, who had been with the Standard Shoe Repair Co., Toronto, for some years, has recently opened a repair store of his own at 509A Church St. in this city. The shop is very completely equipped and will be known as the "While You Wait Shoe Repair."

The Minister Shoe Co. Limited, 126 Wellington St. W., Toronto, has discontinued its manufacturing operations.

KITCHENER NOTES

Charles Richardson and George Aletter, owners of the Kitchener Import Company, dealers in shoe findings, made a business trip to the province of Quebec recently.

J. W. Patterson, shoe merchant, St. Marys, has been in Kitchener on a buying trip.

J. Haberstadt, manager of the Henning Estate shoe store, Preston, made a business call on Twin City shops recently.

H. H. Francis, of Francis & Dane, Hamilton was in the Twin City and vicinity last week, when he placed a number of orders.

Ben Wismer who has been representing the Ames Holden Felt Boot Co., Ltd., as sales agent for Ontario for the piece felt lines has also taken over lines of the Lady Belle Shoe Company. He will cover Eastern Ontario for the latter company, in addition to the whole province for the former.

Dick Woodward of Montreal, dealer in shoe findings, was in Kitchener recently as the guest of Ald. Fred Ahrens, of C. A. Aherns and Company.

Elmer Davis, of Kingston, made a recent call in Kitchener.

W. A. Lane, Kitchener, dealer in upper leathers, made a business trip to St. Thomas and other western points in Ontario in recent weeks. Mr. Lane has taken over the agency for Fred Whitley and Company, Montreal, dealers in cottons, and in the future will handle the lines of this firm besides the leather lines heretofore carried by him.

The Parker-Steel Company, Preston, manufacturers of women's lines, reports sufficient orders in hand and coming in to keep plant steadily employed.

Mr. Grosch, Jr., of the Grosch Felt Co., Stratford, who was in Kitchener recently, states that the company's factory continues busy.

It is rumored that a new tannery will be erected in Kitchener next year. A former tanner of the city is said to be contemplating the organization of a company which will manufacture special lines of leather using horse, pig and other hides.

WESTERN SHOE NEWS

Morris Ostrovsky, Regina, has discontinued his shoe business.

W. Breen, has opened up as a shoemaker in Silton, Sask.

Walter Easton who has been farming for the last fifteen years near Roconville, Sask., intends opening a shoe repairing business in connection with Wm. Easton's harness shop, at Moosomin, Sask. These gentlemen, although having the same name, are not related. Walter served his time in shoemaking with his father in England, twenty-five years ago. Footwear wishes him success.

We regret to report that Percy Fry, of the Victoria Shoe Co., has been unable to finish his trip in the Western territory, having been ordered home from Calgary by the doctor. The boys hope to see Percy around again very soon.

Ralph Clark has been appointed Western representative for the Canadian Footwear Company, covering Fort William to the Coast.

Joe Meriault, representing J. McCaughan & Son, has returned to Winnipeg from the Coast after a very successful trip.

Born to Mr. and Mrs. Ralph Clark a baby boy. Congratulations! (Mr. Clark is now western representative for Canadian Footwear Co.).

The Fashion Stores, of Yorkton, Sask., operated by B. Druxerman, have opened up an up-to-date shoe department in charge of F. C. Laing, formerly of the Harley Henry Store, Yorkton. They are catering to a medium and high-grade family trade, carrying Astoria Shoes for men and Perth and Newport for women. They report business very satisfactory, and look forward to a good Christmas Season.

The Union Shoe Co., Ltd., has been incorporated to take over the Union Shoe Company, Winnipeg. Names of shoemen connected with the concern are Leon Brenner, Harry Ruben and Ben Rosenberg.

C. H. Ferguson, Perth's Vancouver representative, reports good business on his recent trip through Edmonton, Calgary, Lethbridge and inland towns in B. C. He has a permanent sample room at 511 Bower Bldg, Vancouver.

J. H. McGee, Winnipeg representative of the same company, has returned from a trip through Manitoba and Saskatchewan bringing with him a very nice volume of business. (J. H.'s sample room is at the Royal Alexandra Hotel, Winnipeg.) Genial Joe Petrie, their Maritime representative is also meeting with good success on his ground.

HERE AND THERE IN ONTARIO

The Beardsley United Shoe Co., Ltd., has taken out letters patent of incorporation, succeeding Beardsley & Co., Ottawa. C. B. Beardsley and Norman Beardsley are the heads of the concern.

J. W. Carey will again carry on a retail shoe business in Peterboro, Ont., in the premises he formerly occupied, 448 George St., having purchased William Ingram's interests.

G. H. Ansley, general manager of the Perth Shoe Co., has returned from a two week's trip through Ontario calling on old friends in the trade, and reports that, while business has no doubt been held back through the exceptionally open fall, there is a very healthy undertone and prospects for spring are unusually good.

F. E. Quartermain, superintendent of the Perth Shoe Co., has undergone an operation in the General Hospital, Montreal, but is now getting along very nicely.

Carey & Ingram, shoe repairers, Peterboro, Ont., have dissolved partnership. Mr. Carey continues the business in the present location where he has installed a new finisher. Mr. Ingram is starting a new shop.



**We extend the
season's greetings and
wish you and those
whose happiness is
yours a full measure
of Christmas joy
and success for the
New Year**

Daoust, Lalonde & Company
Limited

45-49 Victoria Square MONTREAL

Branch: The Metropolitan Shoe Co., 49 Victoria Square

Doings in The Maritimes

The shoe department of Messrs. Scovil Bros., (Oak Hall) St. John, N. B., which was opened just about a year ago has undergone a change in management. This department made exceptionally fine progress under Clarence Girvan's management, who by the way recently resigned in order to accept a position on the road for a large Upper Canadian house.

The new manager of the Oak Hall Shoe Department is Leigh S. De-Voe, who has had a wide experience in the retail shoe business and will undoubtedly make a big success of his new undertaking.

Mr. De-Voe has had considerable experience in the large centers, and apart from his ability in buying and selling shoes he has made a particular study of foot troubles and their remedies.

Léo, as he is popularly known, will have the best wishes of his many friends for his success.

Clarence Girvan, who for the past year has been manager of the shoe department of Oak Hall, St. John, N. B., has accepted a position with the Robert Ralston Co. of Hamilton, Ont., and will in the future, cover the Maritimes for them. The road, and the Maritime Territory in particular, is nothing new to Clarence, as he was for many years with the Dominion Rubber Systems (Maritime) and his many friends will be pleased to see him back on the road again. It is understood that being tied down to an inside position did not agree with Mr. Girvan's health, as he has been under the Doctor's care for a considerable time, and it is hoped that by getting outside again he will be restored to perfect health.

Robert Green, who for the past 18 months has been associated with The Quality Shoe Store, has left to take up a position in New York.

OBITUARY

Many shoeman will be very sorry to learn of the bereavement of Mr. and Mrs. C. E. Smith, of Peterboro, Ont., through the death of their only child, Margaret Louise, aged two years and nine months, on Nov 12.

J. L. H. Dallas, one of the veteran shoemen of Canada, passed away recently in his seventieth year, following an illness of some ten weeks. The late Mr. Dallas, who was popularly known in the trade as "Harry," took ill at Winnipeg on a trip through the west, and was forced to return to Toronto. The attack took the form of a paralytic stroke and he never recovered his strength.

Mr. Dallas had a long career in the shoe business. He was born in Hamilton, Ont., and got his first training in the business with the John McPherson Co. in that city. Early in life he started up on his own account, entering into a partnership in the formation of the firm of Garside, McKellar & Dallas. On the death of Mr. Garside, the business was carried on as McKellar & Dallas, and later, on the death of Mr. McKellar, Mr. Dallas became the partner of J. A. McLaren in the well-known wholesale house of McLaren & Dallas. That partnership was dissolved a number of years ago, and of late Mr. Dallas had been acting in the capacity of a manufacturers' agent, carrying the lines of a number of Canadian and English houses through Canada, including Western Shoe Co., Kitchener, J. H. Parker, Bury (England), and B. & M. Slipper Co., Toronto.

The announcement of his death will be received with sorrow by his many customers and other friends in the trade.

Representative Wanted

Salesman wanted to represent a first class American Shoe Ornament house in Canada on a commission basis, with headquarters in Montreal. Only those with a following need apply to Box 435, Footwear in Canada. 12



Christmas

Greetings

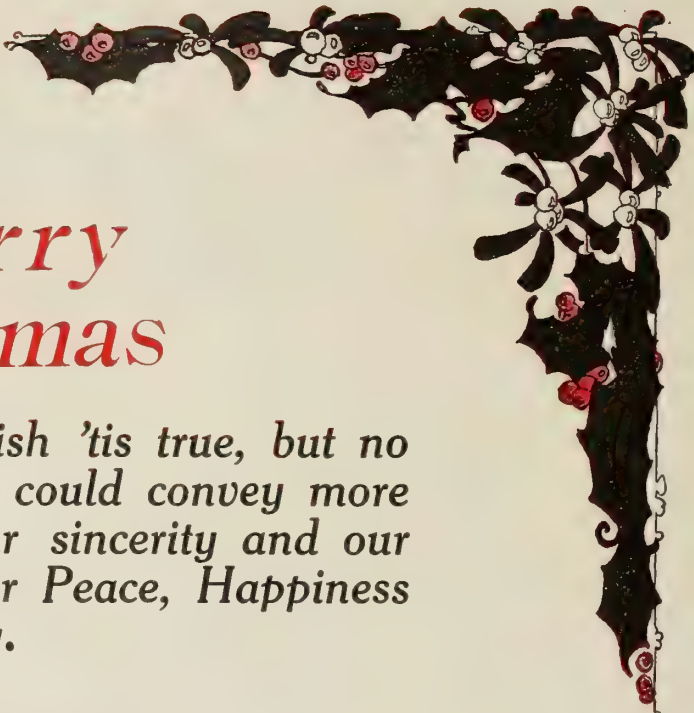
Puissent les succes que vous rap-
portera 1924 compenser pour
votre efforts passes.

May the successes of 1924 repay
all your past efforts.

Louis Germain 251 Christophe Colomb, Montreal

Manufacturers of a complete line of

**Misses', Children's and Infants' Medium Turns and Heavy Turns.
Specialty Women's Cushion Sole**



A Merry Christmas

An old, old wish 'tis true, but no other greeting could convey more adequately our sincerity and our hopes for your Peace, Happiness and Prosperity.

A Happy New Year

And we trust that in a measure, no matter how small, the product of our labor will add to your prosperity during 1924.



Charbonneau & Deguise

Manufacturers of Women's and Boys' McKays

636 Craig St. East, Montreal, Que.

New Store Front Helps Business

In a recent interview with Aime de Montigny, a well-known retailer in Montreal, "Footwear" was informed that changes made to his store front have brought him new customers and better business. The weather also has been an asset to his business and he reports a very decided improvement as compared with the past three or four years. He also stated business was exceptionally good this Fall and that he looked forward to a good trade during the holiday season.

Convention Committees

At a meeting of the Joint Executive of the Canadian Shoe Trade Convention held at the Old Colony Club, Montreal, December 4, the following were appointed on the Programme Advertising and Advance Registration: C. R. LaSalle, (Chairman), D. F. Desmarais, Wilfrid Gagnon, H. V. Shaw, Wilfrid Girouard, Louis Adelstein, C. E. W. Lessard, Geo. E. Fortin.

Surpass Shoe Takes Over Royal Store

The Surpass Shoe Co., which already operates shoe stores in Montreal and Quebec City, has taken over the Royal Shoe Store, Yonge St., Toronto, thus extending their chain to include one of the best-known high-grade shoe businesses in the Province of Ontario. S. E. Wygant, of Montreal, the company's manager, has been in Toronto laying down the plans that will govern the future conduct of the business.

A Correction

Through a misprint, the shoe shown as No. 6005 and 6006 in the Perth Shoe Company's advertisement in our November issue (page 26) was described as an oxford. As evident from the illustration, this should have been described as a one-strap two-button shoe.

C. Roy Teetzel Opens Store in Ottawa

C. Roy Teetzel, formerly manager of the store of Gales & Co., Ottawa, and a shoeman whose name is very familiar to the trade, has recently opened up for himself in that city. His store is well located at 83 Bank St., just off Sparks St., in a busy section. The premises are 45 by 16 feet and are finished entirely in grey, even to the seats and stools.

The store is efficiently and attractively arranged. The chairs are set back to back, with a runner of carpet down each side.



This is the kind of experience many merchants "profit" by. Better profit by the experience of others at the N.S.R.A. Convention in Montreal



GUESS

Why tanners of smooth, white leathers recommend Cinderella White Kid Polish and Cleaner to the shoe manufacturers to whom they sell their leathers.

THEN

Guess why over 100 slipper manufacturers mail-order Cinderella Silver Slipper Cleaner.

Cinderella Polishes are put up in packages for household use.

Produced by

EVERETT & BARRON CO.

Amherst, N.S.

Makers of highest quality footwear finishes



To Jobbers Only

There is one line you cannot afford to overlook and that is

"La Duchesse"

We have attractive lines in Women's, Misses' and Children's Goodyear Welt, Turns, and McKay sewed shoes

Turn and McKay Slippers for Men and Women

The right goods at the right price

'La Duchesse' Shoe Co.

Registered

MONTREAL



THERE is always a heavy demand for "Coldproof" Felts during the winter and this season's sales promise to exceed all others. For warmth and length of service, the "Coldproof" line has no equal. They are manufactured from our own felts by skilled workmen in the most modern plant and are in every way a superior product.

Make up an order and send it in to your jobber today. If he cannot supply you, let us know and we'll send you the name of one who can. The "Coldproof" line includes a complete range of footwear for men, women and children, for indoor and outdoor wear. **Recommend them to your customers and they'll come back for more.**



We also take this opportunity of expressing our thanks to the trade for their increased patronage during the past year, and to wish one and all a happy Christmas season and prosperity during 1924.

The
Great West Felt Co., Limited
 Elmira — Ontario

Wholesalers Meet

The Ontario shoe wholesalers had a very interesting dinner-meeting in Hamilton on November 28, 1923. Mr. J. A. McLaren, President of the National Association presided and several shoe wholesalers from other provinces were in attendance at the invitation of the Ontario section. The dinner was held at the Hamilton Club, Main and James Streets. Credit is due to the Hamilton shoe wholesalers for their hospitality towards their fellow associates.

Color Probabilities for the Spring

(Continued from page 25)

dark brown and grey, but I cannot see any other colors in goshes.

Getting back to leather, the "tan bark" color is very new and smart. Biege was successful and that type of brown should be popular, also the Mandalay type in the darker shades. "Airedale" and "tan bark" are the most individual shades that the shoe people have ever selected. Brown satin will be used, trimmed with brown or suede.

Replying to a query regarding complaints of color variation even in the same skin, the speaker pointed out that this was a problem for the chemist and continuing, said: Tanners are adhering more closely than ever before to the development of color and working very earnestly toward developing color in its true form and type. While we are still going through experimental stages, I believe the time will come when we will not hear these complaints, and when the tanners will be giving such co-operation toward the development of colors that they will be so satisfactory,

no one will have cause to find fault.

Questioned as to how long a certain color stays in fashion, she answered thus: This depends entirely upon the whims of women. Some colors last longer than others. No one can foretell how long any color will continue in popularity. Some colors have unfavorable reactions on the nerves of the eye.

Ames Holden Tire & Rubber Moves Head Office

Mr. W. B. Wiegand, vice-president and general manager of Ames Holden Tire & Rubber Co. Limited, announces that the head office of the company has been removed from Montreal to Kitchener, Ontario, where the factory is located. A sales branch and warehouse will be maintained in Montreal. This company has discontinued the manufacture of Ames Holden Rubber footwear, and is now completely disassociated from Ames Holden McCready, Limited. Its rubber footwear will be hereafter marketed direct to the retail shoe trade under the brand —name "Rhino."

The company has taken over about twenty of the salesmen of Ames Holden McCready, Limited, and will carry "service" stocks at several important distributing centres. The manufacturing staff of the company has not been changed, Mr. P. Y. Smiley, formerly general footwear factory manager of the Dominion Rubber System, being in charge. The high quality of the company's product will be rigidly maintained, and a successful future is prophesied for this well-known rubber footwear under its new name. The advertising manager of the company is Mr. R. W. Ashcroft, formerly of the Dominion Rubber System and the U. S. Rubber Company.



*Compliments
of the
Season to You*



And May the Coming
Year be one of Prosperity
and Success is the wish of

CHILDREN'S SHOE MFG. CO.
37 Colomb St. - - - Quebec City

The Spirit Behind the Custom
of
Wishing You A

MERRY CHRISTMAS

and a Happy and Prosperous New Year

is what we wish to individually convey

To embody it in the

SERVICE

We Wish to Render You

for every business day in the year
is our sincere desire

Yours in the Industry's Interests

UNITED SHOE MACHINERY CO. OF CANADA LIMITED

Main Office and Factory

MONTREAL

TORONTO

90 Adelaide Street W.

KITCHENER

88 Ontario Street S.

QUEBEC

28 Demers Street



Footwear in Canada

MANUFACTURERS' AND LEATHER SECTION

Looking Backward—Operations of Canadian Footwear Industry During 1923

Failures in the shoe manufacturing business were not as numerous in 1923 as in 1922, according to information supplied by Mr. S. Roy Weaver, Manager of the Shoe Manufacturers' and Shoe Wholesalers' Associations. During the last year, close to twenty factories went into liquidation or bankruptcy, including one of the pioneers in better shoemaking in Canada and two or three other concerns of importance, but most of the business involved were comparatively small. Since the war, close to sixty shoe manufacturing firms have failed, been obliged to compromise with their creditors, been forced into financial reorganization, or discontinued factory operations because they could not make a profit. A considerable proportion of these concerns have, however, continued in business, after effecting arrangements with their creditors. With the number of new firms entering the field practically keeping pace with the casualties, the number of factories remains almost stationary in the neighborhood of 180. Production in the Province of Quebec continues to represent about two thirds of the Canadian total, while Ontario's production is approximately 30 per cent, and the Maritime Provinces and British Columbia account for the remainder.

The quantity of shoes produced this year has been smaller by 5 to 10 per cent than in 1922, and in respect of value the decrease is still greater. The reduction has not been distributed evenly. Indeed it has been quite sharp in the case of the very fine lines, while many of the plants making medium and cheaper grade staples have been able to maintain their volume and, in some cases, even

to increase it. For the industry as a whole, production in 1923 has not represented more than two-thirds capacity.

Losses during the year have continued heavy as a result of wholesale and retail failures. Then, too, collections have left much to be desired and the manufacturers have been obliged to assist many accounts that have been in difficulties to a greater or lesser extent.

Competition, which has never been lacking among Canadian shoe manufacturers, has been given a keener edge by the increasing volume of imports. Great Britain has replaced the United States as the most formidable competitor in this field. Imports of British-made footwear have been running ahead of the U. S. goods and have amounted in value to not far from \$100,000 per month.

The bright side of the situation is seen in the improved conditions in the West and the Maritime Provinces. The salutary effects of the large crop are beginning to make themselves felt. In New Brunswick, lumbering operations will be extensive and some moderate improvements appear to be taking place in the fishing industry. Collections recently have been somewhat better, and the situation in this regard, so far as the manufacturers and wholesalers are concerned, have been improved by the operations of the Shoe Trade Credit Bureau. The prospects for Export trade are not very encouraging, but a limited amount of business is being done which may be steadily increased.

Tackless
Style Shoes Get More
Winter Business

WILSON MARK
TRADE SEWED

Stamp on the Sole



**To All
Manufacturers**

The economy, speed, and simplicity of the improved Wilson Process merits your serious study. Under our royalty license you can make better style shoes on your regular lasts with only one Wilson machine—tackless shoes in weights and styles for all seasons.

**The Trend of the Times is Toward
The Tackless Wilson Sewed**

Address all Inquiries

Wilson Process Incorporated

**Canadian Pacific Building
City of New York**



SHORT STITCHES

A distinguished European visitor says the annual Harvard-and-Yale football tussle presents a spectacle which is a perfect cross-section of American life and society.

More than 51,000 people were thoroughly drenched, soaked, and discomforted at the last one. More than 20,000 of them were women—beautiful to begin with and bedraggled but undismayed, bless them, at the end.

For one dripping shoe-man here was a spectacle which presented a perfect cross-section of what happens to the hot-house varieties of American style-shoes when dainty footwear lines up against damp concrete and fair maids defy the mud. If one simply must have style and daintiness, here was a day for Wilson Sewed!

My own wifey demonstrator drew off her sodden overshoes later and disclosed two damp but still dainty Wilson Sewed shoes. Her guest found her own celebration slippers wrinkled up at the toes and bulging out at the sides—a total loss.

Of course there's a moral to this tale. More and more women are demanding style-shoes for all occasions. Most of these shoes must give service. They must have stamina. They should give ample protection to the feet against heat, cold, dampness, and uneven surfaces. For comfort, flexibility, and refinement of construction they should be tackless. All these things suggest the easy selling features of the footwear many manufacturers make by the Wilson Process.

Here's an idea, too! The crying need of the trade is "greater per capita consumption of shoes." Have you ever stopped to estimate how many thousand girls there are in your territory who could afford to buy more pairs of shoes per year—stylish shoes—if the shoes would only last longer and give more style-and-mileage service per dollar?

And next Spring the demand will be for lighter shoes and lower prices. Remember then that no modern tackless shoe is more simple and economical to manufacture, more moderate in price, or more satisfactory to the modern woman.

—H. L. A.

Optimistic Spirit Prevails in Western Canada

Conditions in Prairie Provinces as Seen by "Footwear's" Western Correspondent

Western Canada has never experienced more wonderful fall weather than this year. Up until Nov. 23rd, when they had their first snowfall, the weather had been ideal—more like August or September. While this had a bad effect on the shoe business from one standpoint, it has had advantages from another; for, while winter goods, such as overshoes and rubbers, have not been moving, the retailers report more leather shoes being sold. The open weather has also been a boon to the farmers and has allowed them ample time to thresh and market their grain, and also to get in a lot of work on the land.

As a result a spirit of optimism prevails throughout the Prairie Provinces, and in Saskatchewan and Alberta, where they have had exceptional crops, business is very good indeed and they look forward to a steady improvement from now on. While in Manitoba the crop has only been average, conditions in that province are fair. Then with the seasonable weather coming along, the shoe trade has opened up wonderfully, and the retailers look forward to a good Christmas season.

Stocks in the retail stores are low, due to merchants buying carefully and just their bare requirements, and with the late winter they expect larger business in January and February on winter goods, which will enable them to clean up their stocks in anticipation of the Christmas trade.

Altogether there is a feeling of cheerfulness throughout the West, and the belief seems to prevail generally that this part of the country has reached at last a sound and sane basis for steady improve-

ment. With the money received from the large crop well in circulation early in the New Year, the outlook for Spring is certainly encouraging. Looks like as if good times are coming again, and good times mean good business.

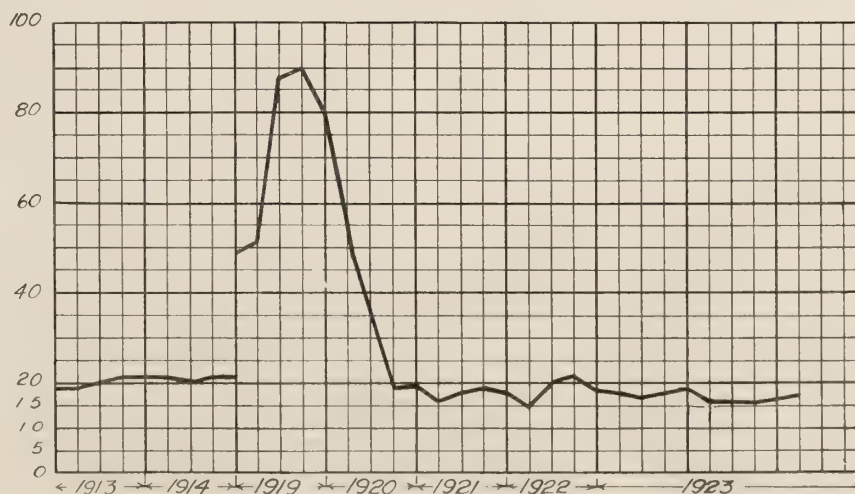
Disputed Clause in Sales Tax Regulations Cancelled

The following circular has been issued to the general membership of 'The Shoe Manufacturers' Association of Canada re amended Sales Tax Regulation No. 11-A:

"Sales Tax Regulation No. 11-A, which provided that 'manufacturers.....when selling to retailers or consumers shall not show the sales tax as a separate item on the invoice', has been amended by substituting the word 'need' for the word 'shall'. This means that the Government frankly recognizes that manufacturers in all cases may continue to sell strictly conditional upon the sales tax being extra to the prices quoted and to show the tax item on their invoices. The representations by this Association helped to influence the Government to make this amendment and it is expected that all shoe manufacturers, other than a few firms which also are wholesalers, will follow the practice recommended by the Association, viz., that in all cases the tax should be treated as an extra charge. In this way the practice can be kept uniform and will be recognized as such by the trade."

Showing the Fluctuations in Calfskin Prices

Curve shows how Chicago prices on No. 1 calfskins have fluctuated, 1913 - 1923.



The "Going" NUBUCK Colors for Now and 1924

FOG

A medium tone of grey, suggesting the haze of Autumn atmosphere.

NUDE

Now in pressing demand for style footwear—in whole Shoes and in Combinations.

BAMBOO

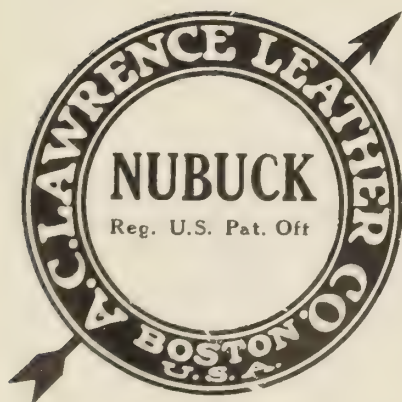
A shade which attracts and convinces the style seeking trade.

For Safety Insist on the Original NUBUCK

The name NUBUCK is our sole property. It stands for originality and leadership in suede side leathers.

It is our warrant of satisfaction to the shoe trade of the world.

Do not be misled into the belief that NUBUCK is a general name that any tanner may use.



A. C. Lawrence Leather Co.
210 South St., Boston, Mass

New York

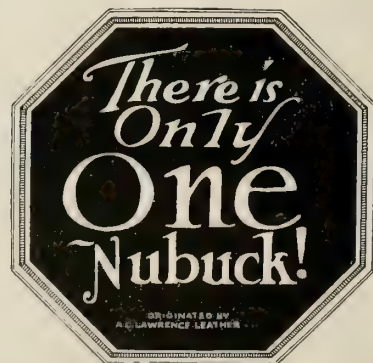
Philadelphia

Rochester

Cincinnati

Chicago

St. Louis



In the New England Market

Business Continues Quiet in all Classes of Leather—Raw Material Prices Lower than for Many Years—Volume of Imports Increasing—Trade Puzzled Over Shoe Styles After New Year

FROM THE BOSTON CORRESPONDENT OF "FOOTWEAR IN CANADA"

Raw material prices are lower than for many years, mid-west extremes being quoted at 9c. recently, against 17c. in November 1913, while buying is on the most conservative possible basis in a strictly buyers' market. Some tanners are cutting production approximately 50%, while others are shutting down entirely. Employees in leather establishments in Massachusetts decreased from 4,810 in August to 4,661 in September. The uncertainty of the present situation has led the Tanners' Council to give its president virtually plenary powers to reduce materially the surplus of leather, which has long been a drag on the market. Many of the trade believe that this is the shortest road to improvement, although contributing temporarily to the depression in hides. Current low prices for raw stock, however, are helping to place domestic stocks on a competitive basis with foreign hides. For the first nine months of this year, imports of hides and skins totalled 448,614,693 pounds, against 358,765,851 pounds for the similar period of 1923. Imports of leather for the nine months gained relatively more than raw materials, with an aggregate value of \$12,542,407, compared with \$7,851,472 for the same period of 1922. This year's figures include a heavy volume of low-priced German and French leathers. American manufacturers are concerned more with exports than imports, however, in order that production over and above domestic requirements may be absorbed. Footwear exports show the desired trend, with an increase for the first nine months of the year of about 46% over last year. Footwear production, on the other hand, although showing a decline of nearly 3,000,000 pairs for September, showed a gain for the nine months of 15%.

SOLE LEATHER

Reports from both buyers and sellers of sole leather show that consumers of all kinds are going slow, and as a rule buying from hand-to-mouth, just enough to supply their actual needs for the balance of the season. Under present conditions of the hide and leather market, buyers do not feel that there is any risk in delaying in making purchases of bottom stock until after the first of next year, unless their actual needs demand new supplies. Prices are substantially the same as they have been for a few weeks past. There are some weak spots, and it cannot be denied that actual selling prices have gradually sagged off in a moderate way during the long continued dull period. Right now there is no change in sight to greatly encourage tanners of standard leather.

Green Hide Soles

New business is reported dull and prices are correspondingly weak. The outlook for new buying does not promise any immediate relief to tanners who have stocks of this leather on hand to dispose of. Manufacturers of medium-priced shoes for men and

boys, who cut their own bottom stock, are buying and using it moderately, prices remaining substantially the same as last reported, ranging in oak and union sides of standard tannages from 25c to 31c.

Dry Hide Soles

Only a few tannages of this leather now handled in the local market and used in low-priced shoes for men's and boy's service. The range of prices is from 20c. to 26c., according to weight, grade and tannage. This leather is tanned with various kinds of extracts, but has the color and appearance of either oak or union, to produce a light colored outersole at a moderate price.

Union Sole

From the most reliable information we can obtain, we find that sole cutters are going slow and buying just sufficient backs of the several weights and grades to finish out the season. When they take account of stock in December and January, they want the smallest amount possible on hand with which to do business. They have seen prices sag off materially during the past season, and under present conditions they do not fear that values will take a jump for the present, or at least before they would see the sign and have ample opportunity to cover on all their needs. Packer steer backs range from 40c. to 46c., according to weight and tannage; cow backs, 35c. to 40c.; country hides around 30c.

Oak Sole

Not many sales now being reported, although doubtless there are many private deals (not made public) on private terms. Shoe manufacturers, sole cutters and other regular buyers and consumers of this stock are as a rule purchasing just enough to carry them through this season, which will end some time in December before the annual stock-taking season of January, 1924. Packer steer backs quoted from 40c. to 47c.; cows, 38c. to 44c.

Belting Leather

Small volume of new business on rough butts. No. 1 priced from 60c. to 64c., No. 2, 2c. less. Curried leather selling more freely than rough stock and actual selling prices are unchanged from last week.

No. 1 sides,	85c. to 90c.
No. 1 butt bends,	98c. to \$1.04
No. 1 centers,	\$1.19 to \$1.28

The above prices according to tannage, quality, weight and trim. Some odd lots at lower prices.

Rough Bark Splits

Some sales reported last week of both the heavy stock of the better grades at 18c. to 20c. per pound, and cheaper lines of belt knife sides at 15c. Tanners who have held this latter stock some time now feel that it will be worth more later on than at present.



ROBUCK SIDES

In Seven Distinctive Colors

The ROBUCK range includes seven of the most popular colors on the approved list for 1924 — Airedale, Bamboo, Log Cabin, Jack Rabbit, Tan Bark, Autumn Brown and Gray.

For appearance, even finish and wearing qualities, many manufacturers say this line is unsurpassed.

*Write today for
sample card*

AIREDALE
BAMBOO

LOG CABIN

JACK RABBIT

TAN BARK

AUTUMN BROWN
GRAY



THE ROBSON LEATHER COMPANY LTD.

OSHAWA - CANADA

therefore they are not pushing very hard to close deals at present bids of 12c. to 14c.

Bark Flexibles

The market has been slow and draggy and prices sagging off from quotations for some weeks past. Some cut price sales have recently been reported. X-sides, 9¼c. per foot quoted at 10c. to 11c., and No. 1 4H 500 rolls for export at 12c. per foot quoted at 14½c. The 4 to 6H weights in small demand.

Chrome Flexibles

Very small quantities of this stock now being tanned, and no demand for it worthy of mention. Some shoe manufacturers are using a retanned chrome for innersoles and doublers on certain lines of men's outing shoes. These splits in the natural pearly sides are quoted at 9c. to 10c. and in the retan around 15c. per foot.

Chrome Sole Sides

Trade in this line of stock is very dull in the local market. The great bulk of outing and sporting shoes formerly made with chrome outersoles are now made with rubber and various combination soles, some on account of lower cost, and others for their non-slip-ping and waterproof qualities. Many tanners who formerly produced this leather in large quantities have stopped tanning it entirely, and others are producing very limited quantities, owing to the very small request for same and the low prices that it must be sold for in competition with oak tanned leather which has been thrown upon the market during the last two years. Light green hide sides, 5 to 9-iron, have sold down to 18c. for a clean-up. Heavy buffalo, 7 to 10-iron, at 30c. to 32c.; packer steer hides, 5 to 10-iron, 20c. to 22c. for a clean-up.

UPPER LEATHER

Business continues very quiet in all branches. Medium and low grades comprise the bulk sales being made, after much dickering as to price. Established houses state that the first six months of the year yielded a profitable turnover, but the period after that has shown production sold at cost, or less. Local production in women's lines is more or less disrupted, due to many manufacturers anticipating or going through the experience of relocation.

Calf Leather

Sales comprise small individual amounts. Prices for leather from the best classes of raw material remain unchanged. Full grain blacks and the darker shades of brown move in fair quantities. In plump weights these are quoted around 45c. for choice selection, 40c. for medium, 35c. for lower, and down to 25c. for throw-outs. Light weight spready leather around 5c. per foot under. Ooze finish slow of sale.

Side Leather

Tanners and merchants report sales difficult to transact, especially on stock from good class raw material, same being due to differences in ideas of buyers and sellers. Full grain finishes in colors from best raw material quoted around 28c. for top selections, around 25c. for medium, down to 20c. for lower; blacks in some selections equal, others around 2c. under. Blacks moving as well as colors. Snuffed and job lots according to holder. Buck finish moving slowly at present, but a good run is anticipated.

Patent Leather

Tanners and jappanners report only a fair business.

Here, too, it is a question of price. Shoes at a fixed price limit buyers of leather to a price, and the medium and lower selections are receiving attention. Standard makes of full grain chrome patent sides quoted up to 45c. for choice, medium down to 35c.; lower down to 25c. Snuffed and job lots from around 15c. up according to condition and spread.

Glazed Kid

The medium and lower grades are receiving what attention is being given, and this is small compared to capacity. Raw stock prices continue firm at points of origin, while spot lots are to be had and are only considered at prices that represent even or below cost. At present, there is no incentive for tanners to purchase raw material, aside from speculation. Colors from best classes of raw material quoted from 80c. to 65c. for top grades; 60c. to 40c. for medium, down to 20c. for lower. Blacks from 5c. to 10c. under. Leather from lower class raw material from around 12c. up. Job lots from around 8c. up.

Sheep Leather

Combination tannages in colors and blacks are selling in small amount on the medium and lower selections. Ooze finish for novelty trade in fair demand, but for shoe purposes slow of sale. Current sales of russets are not near the amount recently experienced, but producers are busy on unfilled business.

The Style Trend

It is a curious circumstance that, while a number of manufacturers are booking orders for shoes for next Easter and Spring, there is a lack of orders for both novelty and staple style shoes for January, February and early March. Some makers of strong lines of shoes frankly admit they do not know what styles will sell during the early months of next year. It does not seem feasible that the light and dainty shoes of open-work pattern will be worn by women when the snow and cold comes in real earnest, as it may in January; yet there is a possibility that such shoes will be worn and arctics over them.

A few manufacturers tell of large sales of boots, but there is nothing in the situation to indicate a swing of style to boots, even though common sense should recommend such ample coverings for the feet in cold weather. One firm making boots believes that its customers did not buy enough boots early in the season to provide for their present limited demand, and are just filling up their small stocks. Boots so far ordered are all of the staple styles of black kid or calf leather.

Makers of welt shoes are a bit more optimistic. They are selling heavier types of shoes, such as stout-soled oxfords, which provide good foot protection when worn with woolen stockings. There are a number of these types of welted shoes. In fine lines one finds colonials with large buckles of silver or gun metal, and gores beneath the buckles. These shoes are made of patent or dull calf leather, with regular welt soles, having a fairly wide edge and a high colonial heel of leather. In popular lines one finds black dull calf oxfords, six-eyelet, plain pattern, with cork welts and moderately thick edges, having a transparent wax finish to show the firm fibre of the leather. Also, one finds oxfords of alligator leather in black and light and dark tan; patent leather, suede, and, of course, plenty of tan calf, the leather being either smooth or boarded. Strap pump styles for dress



To Our Many Friends in Canada

1923 has been productive of a generous share of business from Canada, for which we take this opportunity of expressing our appreciation. We extend to you all a hearty wish for a very Happy Christmas and a New Year of Health, Wealth and Prosperity.

New Castle Leather Company Inc., New York

Canadian Branch 335 Craig St. W., Montreal Factory: Wilmington, Del., U.S.A.

Christmas Greetings

A Good New Year's Resolution:—

**Use
COLLIS
CALF**

and insure satisfaction

Collis Calf, smooth and grained, a complete range in black and colors. SUEDES in Brilliant Black, Dove Grey and Autumn Brown.

The Collis Leather Co. Ltd.

Aurora - Ontario

wear show no important changes in patterns or leathers from such styles as previously reported.

Further development of samples for next Spring has gone on. There is new interest in white footwear of kid, cabretta, elk, calf or buck. White leather is used in samples of both dress and sport shoes, the light skins for dress shoes and the heavy leathers for sport. New sample cards of colors have come from tanners and are being tried in samples of shoes. There are twelve or more colors running strongly to shades of green and brown. Patent leather is expected to continue a leading stock. Alligator, lizard and like novelty grains will be used for entire shoes and for trimmings of calf shoes.

Lasts and patterns in the new sample lines show dress styles of graceful lines, usually with high heels of wood, sport types and sandal types. There is a deal of interest in these sandal types, which are made over broad tread, round toe, low heel lasts and which have uppers of the Grecian, Egyptian or Hollywood patterns.

In the Ontario Markets

General Tone of Trade Little Changed—Staple Shoe Factories Active and Felts in Good Demand

Weather conditions and the coming change in the sales-tax are playing a noticeable part in the present situation in the leather and footwear industry. With the long period of dry weather and the non-arrival of snow the consumer naturally has not shown a disposition to make purchases. Many manufacturers in view of the coming change in the sales tax are not placing orders for materials in order to eliminate the enormous amount of detail work that will be necessitated if they are to receive rebates from the government. It is believed that the task of checking these stocks and of deciding on the claims will present such a big problem to the department that a long time, even years, may elapse before all adjustments have been made, all of which would mean uncertainty. In order to avoid this and to put themselves into a definite position for the new year, manufacturers are willing to take a chance in holding back with orders for raw material.

Quietness continues in leather footwear and the rubber lines, in general. Contrary to what might be expected felt plants on the whole are well engaged.

Tanning Industry

A slight advance in the price of South American hides has just occurred with indications that the market may remain firm indefinitely. We hear of a prominent tannery having offered 11 3/4 cents a pound for 10,000 hides. The offer was refused, our informant states, 12 1/2 cents being asked, and the company even at this price was able to secure only 2000 hides.

Tanners report that domestic orders from different parts of Canada, together with the demand from the United States and Newfoundland and from England have kept shipments up to the average of the last six months. There has, however, been a slight decrease in the export business owing the drop in the value of English sterling and to the British election.

On the whole, business of those tanners engaged

Greetings

TO all our friends in the trade—customers and prospective customers—we extend the Season's Greetings and every good wish for the New Year.

To our customers we express our thanks and appreciation of their support during 1923.

To our prospective customers we express the hope that they will give us an opportunity of showing them how we can be of help.

We welcome every opportunity to prove that our slogan,

"SERVES YOU RIGHT"

is the basis of our business.

We might have built our business without that slogan, but we could not have done so without that principle; and we are not through growing.

MAC-LIN



McDOWELL & LINCOLN LIMITED
FORMERLY
INTERNATIONAL SUPPLY CO.

EST 1915

**SHOE MACHINERY, FINDINGS
AND FACTORY SUPPLIES**

INC. 1923

Largest Shoe Factory Supply House in Canada

MAIN OFFICE
154 NOTRE DAME ST. W.
MONTREAL

FACTORY AND BRANCH
77 ONTARIO ST. S.
KITCHENER, ONT.

BRANCH:
566 ST. VALIER STREET
QUEBEC

**We Can Save Money for You on Your
Shipping & Packing
H & D Solid Fibre Board Boxes**

- 1.—They protect your shipment against loss from dampness and water.
- 2.—They are extremely light, which means low freight charges.
- 3.—They cannot be opened without breaking the seal.
- 4.—They save time in packing.
- 5.—They save storage space.
- 6.—They have strong advertising value.
- 7.—They can be made to your specifications.
- 8.—Their first cost is lower than wood.



Our booklet "How to Pack It" explains all—write for it.

**The Hinde & Dauch Paper Co. of Canada Limited,
TORONTO ONTARIO**

**The Best and Most Durable
Shoe Laces Are Made
With Our
Power Shoe Lace
Tipping Machines**

**Textile and Special Machinery
Harris-Corliss Steam Engines**

Eastern Representative for

**WORM GEARS AND WORM GEAR
REDUCTION UNITS**

The Franklin Machine Company

Engineers Founders Machinists

189 Charles Street, Providence, R.I.

in the manufacture of lines used in the staple boot and shoe industry is favorable as compared to the situation among those specializing in the finer lines of leather.

Leather Boot and Shoe Lines

In the leather footwear lines manufacturers of staples are well engaged, the majority of factories running to capacity, the same being true of children's lines. Numerous factories have enough orders on hand in these two lines to keep them running steadily for three months. While manufacturers of the higher grade varieties could take care of considerable more business there is a slight improvement reported.

An improvement in trade in Western Canada is also being experienced by many boot and shoe manufacturers even in the higher grade varieties which it is believed is the result of the good crop. The indications are that the worst has passed as far as western trade is concerned, although it is apparent that the immediate future will not offer as an extensive business as the east.

Felt Industry

Felt factories generally are running to capacity and the prospects are that the activity will be maintained until the end of the year as has been previously predicted. While the weather has not been conducive to heavy purchases and the industry should on the face of the conditions be adversely affected, the situation is different than in the leather varieties. The present continued activity is due to the growing custom of Canadians to use felts all the year round as has been the habit in the United States for some years. The result has been that operations in the factories are extended over a longer period in the year. A number of plants have sold products every month in the year for immediate delivery.

There are signs that prices in the felt lines may be higher next year due to rising costs of production, the cost of wool being the principal item. Prices have advanced 30 to 40 per cent. in the past year. Where 42 cents was paid a year ago 65 to 66 cents must be paid today. Prices of wools have advanced even more, present figures being \$1.05 to \$1.10 a pound.

It should be remembered that in the manufacture of felt only wool from South Africa is used. The Canadian or domestic product is unsuitable owing to it having no felting properties.

Rubber Industry

The rubber footwear factories naturally are suffering as the result of the long period of dry weather that has prevailed generally throughout the country. The industry can never be considered as subject to all the general rules that govern other lines, owing to the immediate effect of a change in weather conditions in a particular district. This fall, however, the same fine weather conditions have prevailed generally throughout Canada, and the volume of replacement orders normally received at this period of the year has not materialized.

The effect that seasonable weather has on the industry was noticeable recently. From those districts where there were snow-falls, considerable business was received while there was little or no activity in other districts. With the disappearance of snow and the return of mild weather the activity proved only temporary.

Efficiency of Factory Day Workers

A Suggestion on How the Efficiency of Day Workers May Be Increased to Offset the Loss of Output Caused by High Labor Turnover

From a survey made this summer of several factories in city districts, the conclusion is reached by the Business Research Bureau of LaSalle Extension University that there is an apparent desire on the part of workers to "taste and try." That is, they work for a day or so and then leave for another job. This tendency is laid largely to the loose, radical propaganda being spread among them, and which is creating an unrest among the old employes as well. Among the unskilled types of labor, the more workers are paid the less likely they are to work steadily. This is because the worker does not look to the future. Thus, if in two days he can make what he formerly made in six, he may work three days and spend the remaining time running about having a good time. This conclusion is general for all large cities.

The problem that factories in city districts are meeting is how to increase the efficiency of day workers to overcome the loss of output caused by a high labor turnover.

If the factory has no adequate inspection system, the efficiency of new help cannot be materially increased. However, if the workers can be inspired with the idea that they owe something to their craft and its standards, and to the company employing them, the efficiency of the workers can be materially increased. The "devil-may-care" attitude must be done away with because where that exists, any system becomes a "hit or miss" proposition.

The personality of the executive directly in charge of the workers today either has a great deal to do with the increasing of the efficiency of the workers, or he produces exactly the opposite results. A superintendent should endeavor to discover men in his organization who are ambitious to advance themselves. These men should then be prepared for the responsibility of positions of leadership.

When the proper moment arrives, the superintendent should remove the foreman with the undesirable personality, and replace him by one of these inspired and properly educated leaders.

Some factories have successfully adopted the compromise bonus-plan to solve this problem. The workers are paid a pro rata amount for all work done above a fixed standard with the understanding that any improperly finished work will reduce the bonus paid. When this bonus is arranged as a group proposition it has given excellent results in such manufacturing concerns as foundries, automobile factories, etc.

The bonus plan is made a group proposition by grouping the workers that do each type of work into as many groups as there are types of work. The quota for each group is set and the bonus is figured on the basis of the production over and above the quota, and then divided equally among the members of that group regardless of the efficiency or inefficiency of the individual. Members of the group will see to it that no one in that group does careless work, because when this happens everyone in the group

Edwards & Edwards LIMITED

TANNERS OF

SHEEPSKINS

FOR

Shoes, Gloves, Saddlery
Upholstering
Bags and Suit Cases
Bookbinding
Fancy and Novelty Goods
Skivers

Embossed Leathers

Etc., Etc.

Edwards & Edwards Limited

Head Office and Sale Rooms

Tanneries

79 Front E. Toronto

Woodbridge, Ont.

Quebec and Maritime Provinces

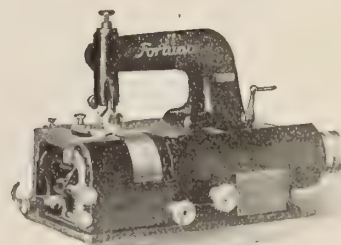
Represented by

JOHN McENTYRE LTD. 28 St. Alexander St.
MONTREAL, QUE.

A. W. PUNCHER

Western Ontario Representative, Kitchener, Ont.

Fortuna Skiving Machine



**For Manufacturers who Skive Leather, Felt,
Cork, Rubber or Paper**

Used extensively by Manufacturers of

SHOES, BOX TOES, TRIMMINGS, INSOLES, ANKLE
SUPPORTERS, WELTING, ARCH SUPPORTERS

Sole Agents for Canada

Fortuna Machine Co.

147-153 Waverly Place - NEW YORK

THE BRITISH

Shoe Manufacturers' Monthly

A review, 2/6 per annum.
For the Producer of Footwear.

Shoeman's Guide Directory.

Footwear, machinery, leather, mercery, etc.
Handy size 5/4. For all sections of the trade.

Shoeman's Foreign Terms.

French, German, Spanish, Italian, Russian
and English equivalents, 1/2. For the distributor.

HALFORD PUBLISHING CO. LTD.
4 MARKET PLACE, LEICESTER

suffers a loss. If everything goes smoothly, and production increases, the group receives periodically a proportionate increase in earnings.

To inaugurate this group bonus system, it is necessary to lay all the cards on the table and estimate the gain and expose the penalties frankly. When the work is not piecework, this plan leaves a firm in a position of safety regarding the materials handled and the quality passed.

Sales' Tax Change Stimulates Wholesale and Retail Buying

The sales tax legislation providing for a 6 per cent. rate on sales after January 1, 1924, instead of the present 4½ per cent. charge is having a mildly stimulating effect on buying by wholesalers and retailers, but manufacturers are delaying purchases of raw and semi-manufactured materials until after the first of the year, as they then will be able to buy without payment of sales tax. Some factories have been unable to accept additional orders for delivery before the end of this year, but this applies principally to those making staple shoes of medium price. Some retailers and wholesalers have been endeavoring to evade payment of the higher tax by ordering goods for delivery after January 1, but instructing that these be invoiced prior to that date. This practice will not be tolerated by the Department of Customs and Excise unless the conditions of sale are such as to involve an actual transfer of ownership of the goods before the first day of January. Collections throughout Canada are showing some improvement but still are far from good.

United States Hotel

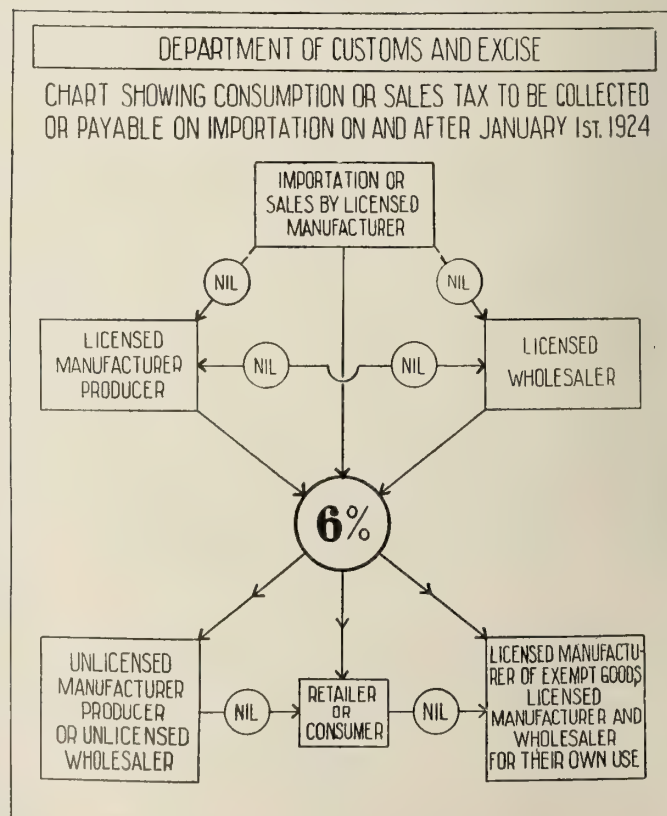
Lincoln, Beach and Kingston Streets
BOSTON, MASS.

DAILY LUNCHEON, 75c and \$1.00
DAILY DINNER, \$1.25, 12 m. to 7.30 p. m.
CLUB BREAKFASTS—15 Combinations
30c to \$1.30

European Plan
\$2.00 Per Day and Upwards

JAMES G. HICKEY, Manager

Here is a Useful Little Guide



The above chart, prepared by the Department of Customs and Excise, shows graphically just how the 6% sales tax is to be applied

The Way To Win the Family Trade in 1924



*We Extend
Seasonable Greetings
with our Best Wishes
for
A Merry Christmas
and
A Happy New Year*



Globe "Pillow Welt," "Baby Pillow Welt"

The Only Genuine Goodyear Welt
Shoes Made with a Pillow Welt Insole

patented 1919

Globe Shoe Limited, Terrebonne, Que.

Montreal Office: J. A. Bluteau, Representative, 11a St. James St.,

Carried in stock by Alfred Lambert, Inc., Montreal

Maritime Provinces:

W. J. Gard,
47 Rupert Street,
Amherst, Nova Scotia

Ontario:

Charles Newton,
169 Park Side Drive
Toronto, Ontario

Western Travelling Representative:

W. E. Short,
1429 City Hall Avenue,
Montreal



SPRING



SUMMER

A·R·C

*—the popular patent leather
of the four seasons*

SPRING, SUMMER, AUTUMN, WINTER—
it seems to make little difference the season
or the occasion—patent leather of the smart,
durable “A. R. C. Brand” is always popular,
always in good taste.

Why does “A. R. C. Brand” lead in the patent
leather field? Why do manufacturers in the
United States, England, France, Australia, and
many other countries come to the A. R. Clarke
factories when patent leather is being made
right at their own doorstep?

“A. R. C. Brand” is selected because it excels.
It wears better, looks better, retains its shape
and is the acme of comfort.

We suggest that you write us at once for
samples.

A. R. Clarke & Co. Ltd.

The largest manufacturers of patent leather in the British Empire

Montreal, TORONTO, Quebec



AUTUMN



WINTER

The Season's Greetings

*The management and staff of A. R. Clarke &
Company, Limited, wish the entire trade the
Compliments of the Season, and every success
for 1924.*



